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# AMERICAN NURSEYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. LIV No. 3

AUGUST 1, 1931

Per Copy 20c



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ROCHESTER, N. Y.

American Fruits Publishing Co.

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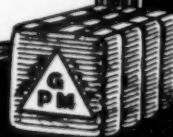
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with a side issue  
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**AMERICAN NURSERYMAN**



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**American Nurseryman Directory of American Plant Propagators**

**Listing Nursery Concerns Which Specialize in Production of Young Stock  
Including That Which Has Heretofore Been Imported**

The American Plant Propagators' Association, Organized in 1910, Will Hold Its Fourteenth Annual Meeting  
in West Baden Springs, Ind.—H. L. Haupt, Secretary, Hatboro, Pa.

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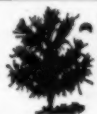
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## DIRECTORY OF NURSERY TRADE ASSOCIATIONS OF AMERICA

American Association of Nurserymen—Charles Sizemore, Secy., Louisiana, Mo. 1932 Convention—West Baden Springs, Ind.

Alabama Nurserymen's Association—H. A. Pauly, Secy., Birmingham.

Arkansas Nurserymen's Ass'n.—W. M. Moberly, Secy., Sulphur Springs, Aug. 27-28, Fayetteville.

California Assn. of Nurserymen—Henry W. Kruckeberg, Secy., 340 S. San Pedro St., Los Angeles, Cal. Sept. 24-26, Watsonville.

Connecticut Nurserymen's Association—A. E. St. John, Secy., Manchester.

Eastern Canada Nurserymen's Association—Chas. K. Baillie, Secy., Box 158, Wel land, Ontario.

Eastern Nurserymen's Association—E. H. Costich, Secy., Westbury, N. Y. Aug. 19-20, Bridgeton, N. J.

Fruit and Flower Club of Western New York—W. R. Welch, Secy., Geneva, N. Y.

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Missouri Nurserymen's Association—William A. Weber, Secy., Affton.

Nebraska Nurserymen's Association—Ernst Herminghaus, Secy., Lincoln, Sept. 15—Harrison Nursery, York.

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New York Nurserymen's Association—Charles J. Maloy, secy., Rochester.

Northern Retail Nurserymen's Association—H. G. Loftus, secy., Rose Hill Nursery, Minneapolis, Minn.

Ohio Nurserymen's Association—G. Walter Burwell, secy., 4060 E. Main St., Columbus, Aug. 20, Hotel Miami, Dayton.

Oklahoma Nurserymen's Association—Mrs. W. E. Rey, 2545 W. 13th St., Okla. City, Sept. 1, Durant, Okla.

Oregon Nurserymen's Ass'n.—Eldon Dering, Secy., Peterson & Dering, Portland.

Pacific Coast Association of Nurserymen—C. A. Tonneson, Secy., Burton, Wash.

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Rhode Island Nurserymen's Association—Chas. Kempenaar, secy., Portsmouth.

Rio Grande Valley Nurserymen's Assn.—H. L. Bonnycastle, secy., Mercedes, Tex.

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Southeastern Nurserymen's Ass'n.—Otto Buseck, Sec'y., Asheville, N. C.

Southern Alabama Nurserymen's Ass'n.—W. H. Pollock, secy., Irvington.

Southern California Nurserymen's Ass'n.—L. B. Merrick, Secy., Merrick Nursery, Whittier, Cal. Hold monthly meetings.

Southern Nurserymen's Association—W. C. Daniels, Secy., Pomona, N. C. Hotel Russell Erskine, Huntsville, Aug. 26-27.

South Texas Nurserymen's Ass'n.—R. H. Bushway, Secy., 304 McGowen Ave., Houston.

Southwestern Nurserymen's Association—Mrs. Thomas B. Foster, Secy., Denton, Tex. 1931: Sept. 2-3, Durant, Okla.

Tennessee Nurserymen's Association—Prof. G. M. Bentley, secy., Knoxville.

Twin City Nurserymen's Association—J. Juel, secy., Hoyt Nurs., St. Paul, Minn.

Western Association of Nurserymen—George W. Holsinger, Secy., Rosedale, Kan.

Western Canada Nurserymen's Association—T. A. Torgeson, Sec'y., Estevan, Sask.

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and advance your business. Only Nurserymen of high  
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## AMERICAN NURSERYMAN ---- August 1, 1931

**EDITORIAL DEPARTMENT**—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. Engravings will be made from photographs at cost.

**Advertising**—Last forms close (semi-monthly) on the 10th and 25th of each month. If proofs are wanted, copy should be on hand one week earlier.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the carlot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

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RALPH T. OLCOTT  
Editor, Manager.

AMERICAN FRUITS PUBLISHING COMPANY, INC.

30 State Street,  
Rochester, N. Y.

**WHAT THIS MAGAZINE STANDS FOR**—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Cooperation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence. **INDEPENDENT AND FEARLESS**—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and rates the welfare of the Nursery Trade above every other consideration.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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Jackson & Perkins.....	General Nursery Stock.....	Wohlert, A. E.....	Flowering Cherries and Crabs....
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# FALL -- 1931

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P. O. BOX 124

ROCHESTER, N. Y.

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# AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

## The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y., Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES—BYRON

Vol. LIV

ROCHESTER, N. Y., AUGUST 1, 1931

No. 3

## Why is Nursery Industry Completely Demoralized?

Asks the Mayor of Wauwatosa, Wis., Vice-President Hawks Nursery Co.—Plea for  
National Organization of Retail Nurserymen Received Hesitantly

By A. C. Hanson at A. A. N. Convention in Detroit

**W**HEN I was asked by your President, Mr. John Fraser, to give my subject a name, it occurred to me that "Is the Retail Division of the Nursery Business Worth Saving?" would be a most appropriate title.

Regardless of the times; with every kind of business at low ebb, the Nursery business so far as the retail end is concerned has been approaching a crisis for years. As I see it, we are at the cross roads now facing a situation that must be met and solved.

It has always been difficult for me to understand why an industry as large as this should be so poorly organized or shall I say, so completely demoralized. Where the thought was born and why the idea should be so prevalent that a large effective retail organization could not be perfected and made workable is a question that remains unanswered.

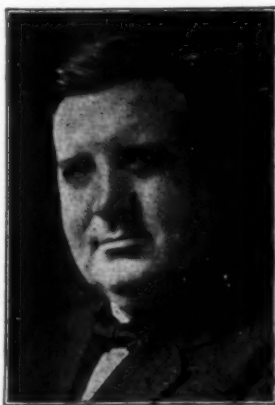
**Statement of Facts**—We of course have had this American Association of Nurserymen for a great many years. This group brings together once a year the largest Nurserymen in the country and a relatively small number of the retailers. It would only be fair to say, that this association has accomplished a great deal. In fact it has done a world of good in many directions. Its officers have done their very best and in the main have had but little or no co-operation except on the part of a small minority of our membership.

It is a fact also that this association has been officered principally by the big men in the wholesale division. These men are only human and cannot be expected to take the same interest in the problems of the retail division that they would in the problems concerning their own business. This is not a criticism, but a plain statement of facts reflecting what you and I would do in exactly the same position.

These national conventions have always been a success from a social and get-together standpoint. The programs have been excellent in a general way, but it seems to me there has always been a most careful avoidance of acute subjects pertaining to matters where the wholesaler and the retailer might clash.

**Appalling Apathy**—The appalling apathy or indifference manifested on the part of many delegates at these conventions (and that hits me on the head just as hard as it does anyone else) is primarily one of the reasons why this association and others have not accomplished for the good and

welfare of the entire personnel constructive things that might have been accomplished. The officers of this association are entitled and should have the whole-hearted backing of the association membership and the benefit of their opinions on matters peculiar to the problems in different sections of the country.



A. C. HANSON, Wauwatosa, Wis.

If we do not believe in this association, if we do not believe in working together and pulling together for the common good, then why have an association at all and why come to these conventions.

**An Illuminating Instance**—One of the most illuminating object lessons I have ever come in contact with was the recent convention in Milwaukee, known as the International Grocer's Convention. In attendance at this convention were more than five thousand men and women representing fifty-six thousand independent grocery concerns. Delegates came to Milwaukee from every state in the union; there were representatives from practically every foreign country. This convention was in session six days and went into most exhaustively the problem of the small retailer. A more enthusiastic group I have never seen, and there seemed to be the finest coordination and unanimity of opinion. Their slogan was "All for one and one for all." And now get this, they are all sold on the idea that the common objective was to help make the small retailer prosperous and to think less of volume and more of a fair profit on what was sold.

**Creating Closer Union**—On every hand object lessons are observed in the way of mergers, consolidations and associations being formed, the objective of course being to make the going easier in that line of business and to create a closer union and a better understanding between the producer and the distributor.

This applies to every industry national in scope and goes farther than that, down through the ranks of the unions, represent-

ing every type of craftsmanship. Today we find the professional men, attorneys, doctors, dentists and many others doing everything in their power to elevate their profession and likewise, doing everything in their power locally and through their state legislature to make it more difficult for undesirables to enter their ranks.

**Why Organize Retailers**—Now then, why would it seem desirable to put forth at this time a real worth-while effort to organize in a national way the retail Nurserymen of this country? Well in the first place, if it's not done now or soon, the retail Nurserymen as I understand the term will cease to exist. Figures presented at the Denver Convention in 1928, disclosed the fact that 500 Nurserymen in the United States were doing 90% of the total volume, as of that time. It was reported that catalogue Nurserymen were doing about 35% to 40% of the retail volume and that Nurserymen selling through retail agents were doing about 58% of the total volume. If my own experience means anything and if other retailers with whom I have talked the past three years have told me the truth, I should say that these figures so far as the retail division is concerned would be found to be very substantially lower at this time.

**Unethical Trade Practices**—There are two sides to every question. I am not here attempting to fix the blame for the situation we are in now. I do wish to say and stress emphatically that one by one many of the legitimate channels and avenues of distribution which the retailer has a right to claim as his own are rapidly being taken away. That many unethical trade practices have been indulged in on the part of the wholesale grower no one can deny. That the retailer is and has been guilty of many things that have not contributed much to the elevation of the business is equally true; so I think we may safely start from "scratch" on this angle of the situation. As one representing hundreds of small retail operators, I will never ask anyone in this business to do anything or back anything wholeheartedly that I would not do myself.

**Could Correct Many Evils**—I am sure the creation of a retail association in a national way would be no cure-all for the violations of trade ethics, as we understand them. But I am equally positive that many existing evils could be corrected and many undesirable practices could be curbed, to the end that in a few short years your buying public would have more confidence in your business and there would be a far better standard of relationship between the retailer and the wholesaler.

**Retail Operation Threatened**—Unless a real effort is made to accomplish something along this line, your retail Nurserymen will be eliminated to a large extent from the business picture. I repeat again, that the retailer today is practically excluded from participation in natural outlets as compared to fifteen or twenty years ago. The retailer

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# Annual Examination of American Nursery Trade

**A. A. N. Convention in Detroit Characterized by Representative Attendance, Consideration of Outstanding Events, Plans for Progress—Many Committees Report**

**A**N attendance of unexpected size characterized the 56th annual convention of the American Association of Nurserymen at the Book-Cadillac Hotel, Detroit, Mich., July 21-23. As usual, leading concerns' representatives were on hand early, first comers registering nearly a week before the opening session; some having definite appointments; others sure that they would find members of the trade combining business with a fortnight's rest and recreation. Two days of social features preceded the first business session on the morning of the 21st.

After invocation by Rev. George B. Ratcliffe, pastor of First Congregationalist Church, Romeo, Mich., the members were welcomed by Mayor Frank T. Murphy, Detroit, who expressed regret that the inroads of industry had removed many of the fine trees for which Detroit's central thoroughfares had been noted, but rejoiced that the city had provided notable parks and boulevards finely landscaped. "We should not forget," said he "that there can be no balanced life without the influence of flowers, gardens and trees." He cited the case of a large elm tree which city officials proposed to cut down upon complaint of a citizen that it interfered with his awning. The humble employee of the public works department upon being directed to remove the tree notified the mayor that he could not do it, and handed in his resignation. The mayor investigated, vetoed the removal order and the tree was saved.

## Learning New Lessons

"We are learning new lessons, among them that there is something distinctly wrong in the modern rush which would sacrifice on such trivial grounds what it has required two or three generations for Nature to build up for us to admire and to look to for an example of permanent worth. As we come to sober second thought we appreciate what you Nurserymen are doing as illustrated by your beautiful advertisement of your handiwork in the outdoor living room in the parked space in the boulevard in front of this hotel. It is with the greatest pleasure that we welcome you to our city."

Responding for the association former President M. R. Cashman said the mayor honored the Nurserymen by welcoming them in person to the Magic City. Ten years ago the Nurserymen met in Detroit and also in 1915, being welcomed by Park Superintendent Bush who still holds that position.

"Nurserymen" said Mr. Cashman, "are just farmers, but we are farmers in a way that makes us feel proud; for we leave to posterity memories of happiness and pleasure by reason of the products we have developed. We are the agents for the promotion of successive development of trees and flowers. As farmers we have the right to feel proud of our work. It is significant that no Nurseryman was ever tried for a crime; not even found guilty. No man can love flowers and trees and all Nature and be a rough character. We are pleased to be in Detroit and to have opportunity to view its planted beauty as well as its industries of world-wide renown."

President John Fraser, Jr., prefaced his annual address by indicating that it was wholly new, not having been tried out on anyone. It appears in another column. Upon motion of Lloyd C. Stark, seconded by W. W. Hillenmeyer it was referred to a committee for recommendations on the subjects treated.

## Convention Features

Chairman B. J. Manahan of the committee on arrangements announced the features of the convention program as published in these columns. Secretary Sizemore's report showed that the finances of the association are in satisfactory condition with adequate working balance in the treasury.

The chair named as the committee on resolutions: Ralph T. Olcott, W. W. Hillenmeyer, Robert Pyle, and announced that regional delegates acting as a nominating committee would meet that evening to name a list for prospective officers and suggest a place for the 1932 convention—the result of their deliberations to be posted upon the association bulletin board, in accordance with constitutional requirements, so that members may have opportunity to prepare other lists, if desired, previous to the election and selection of place of meeting on the last day of the convention.

Attorney M. Q. Macdonald reported on quarantine, plant patent progress and lien adjustment. James T. Schermérhorn, retired journalist, Detroit, delivered an inspirational address which President Fraser declared was alone worth the price of the convention trip. These features are reported on other pages.

## Standardized Plant Names

Harlan P. Kelsey, of the committee on Standardized Plant Names reported a balance on hand of \$800 and 1000 copies of the book. There is a steady but not large sale of the book. There is demand for a revised edition, an interval of ten years therefore falling in 1933. It is estimated that 15,000 to 20,000 new names can be added, and numerous changes have been recorded during the years the book has been circulating.

"The book is now the standard for plant horticulturists," said Mr. Kelsey. We are all greatly indebted to Dr. Coville, U. S. botanist for his aid in its compilation. What is needed is an appropriation by the A. A. N. of \$10,000 to make practicable the production of a revised edition. In return for this amount 2000 copies of the \$5 book would be delivered to the association to be distributed to members on any basis, perhaps according to amount of association membership dues. A book of this technical character is expensive to produce and the joint committee must know that the necessary funds are provided before it can undertake the revision. The U. S. Dept. Agriculture values the committee's work highly and has placed an entire bureau force at the disposal of the compilers of the lists."

President Fraser—"This subject should receive careful consideration. I suggest that time be given therefor and that the matter be taken up at a later session."

## State Nurseries

"State Nurseries" was the subject of an address by R. E. Burson, landscape engineer, Commissioner on Conservation and Development, Richmond, Va. He said: "Your association is causing intense desire for beautification through the use of plants. There will be reactions. I am in a department which is the direct result of that tendency."

Two-thirds of the work of such beautification in the states is influenced by newspaper publicity and activities of women's organizations. In order to obtain the degree of justice to which commercial Nurserymen are entitled, it is necessary that their interests be well represented at the deliberations of such commissions as the one with which I am connected. In our case when the state starts out upon a beautification program we urge the improvement but we do not supply the material. However, since all expenditure has been out of the pockets of the public directly, we hear the suggestion: 'Why not a State Nursery to provide the material out of state funds?'

## Pointer for Nurserymen

"You see the application to your interests. I believe a higher type of plant can be supplied by the commercial Nurserymen at a cost measuring up to a competitive basis. Therefore commercial Nurserymen should be represented at hearings by the conservation commissions and your cooperation with landscape engineers would be well worth while in these instances. Each state should have a state organization of its commercial Nurserymen, the representation being from that body. As state workers we will be an aid to your state organization because we advocate continuity of planting. At present we feel that we do not get the cooperation that should be forthcoming for mutual interests. I am pleased to announce that a state association of Nurserymen is being formed in Virginia."

"I invite anyone affected by conditions to which I have referred to meet me here to discuss the subject. Government interference with private enterprise is a most dangerous thing. Trouble may be avoided by direct legislation or by compromise."

The Chair—"Our committee on State Nurseries have informed the officers that it will not have a report to present at this convention."

William Flemer, Jr.—"Believe we realize how important are the matters to which Mr. Burson has referred. I move that the incoming executive committee study the subject and plan to cooperate with the states through out secretary's office."

M. R. Cashman—"The U. S. Retail Nurserymen's Association will meet here this week. I invite Mr. Burson to attend the meeting. I believe he has information and suggestions of direct value to that organization."

## Market Development Report

Wednesday morning's session was devoted to Market Development, Chairman E. C. Hilborn presiding. At his request Educational Director C. E. Cary read the names of the M. D. Committee for 1931-32, as named by regional associations, 46 members plus five at large. This committee names the directors and has in charge the setting up of the budget and naming of the advertising committee.

"As one of you who are spending our money in this work I am intensely interested. We are in the middle of the third year of the Campaign. [The four year term will expire Dec. 31, 1932]. At the outset we proceeded cautiously seeking to avoid error in our untried field. It has been an unfolding Campaign. It has been hard to induce Nurserymen to keep informed thoroughly, to realize the importance and full meaning of the various steps taken. It is not always good business to attach the name of the A. A. N. to all activities. Back of the radio talks, for instance, there has been much organization work. There has been some criticism—queries at least. We are in the third year of business depression as we are in the third year of the Campaign. Had we foreseen what was coming I doubt that some of us would have had courage to undertake the work. But I believe that now the majority see that on account of the very



conditions it was a good thing to do. When we started, the world was full of development campaigns. Everybody seemed to have the ear of the customer, except the Nurserymen. Then came a lull in the struggle for the customer's dollar. Now the Nurserymen's Campaign leads them all! In the absence of the former clamor, the customer is in the best mood to consider our activities. No member has done more than Paul Stark, chairman of the advertising committee. The long experience in this line by his company has been placed at our disposal.

#### Counsel Ramsey Reports

Chairman Stark's report was followed by that of the advertising counsel, L. M. Ramsey. At the conclusion of the reports Mr. Hilborn said: "This is the last report I shall make as chairman of the Marketing Committee. In closing this work I want to acknowledge the remarkable support that has been given on all sides; there have been encouragement and good will all along the line; the team work has been outstanding."

One of those forceful thought-provoking target talks by E. St. Elmo Lewis, Doctor of Merchandising and all-around promoter of High-Class Salesmanship, followed and held the attention of every person in the assembly hall for nearly an hour. That it lasted so long (according to the speaker) was because his habit is to continue until the light of intelligence breaking over the countenance of the least susceptible person in his audience indicates that what he is talking about is apprehended. President Fraser's explanation of the duration of the address: "I was afraid to show a gleam of intelligence because I did not want him to stop."

#### "A Tremendous Thing To Sell"

An address of high order upon the importance and effectiveness of the work of Nurserymen in beautifying America was delivered by Chesla C. Sherlock, assistant editor Ladies Home Journal. He warmly expressed his appreciation of the honor conferred upon him in the Distinguished Service Award; he was the only one so honored who was at the convention. Mr. Sherlock said that present business conditions are not the worst known—that all others had ended and that each had its heroes full of faith in better times to come. Speaking of trees and plants he said that practically everything else shrinks upon the spot at purchase. He had had occasion to dispose of several homes and in each case it was the garden which sold them and at his price, in times of stagnant business conditions, too. "You have a tremendous thing to sell," he said, "a thing that takes us back to the origin of material things, a garden paradise, for which the world has ever been yearning—the beginning and end of all imagination. You have a market and a

product which contributes more benefit to the nation than does any other.

#### Quarantine Report

Addresses were made by Prof. J. A. Neilson, research specialist in horticulture, Michigan State College, East Lansing, on use of paraffin for protecting Nursery stock; C. N. Pillsbury, B. F. Goodrich Rubber Co., Akron, O., on use of rubber in propagation and for protection of Nursery stock; F. E. Gardner, U. S. Bureau Plant Industry on storage of Nursery stock. Interest in these subjects was manifested by numerous questions asked.

Educational Director C. E. Cary reported on A. A. N. funds employed in his department of the National Publicity Campaign: Receipts \$9306.84; expenditures 9085.22; cash balance \$721.62. The activities of his department were detailed, clearly showing its importance in the movement.

Chairman Albert F. Meehan, of the quarantine committee, reported upon fiscal year activities and outlined the manner in which members of the committee act in their localities when occasion requires. They operate on a well-planned system. Mr. Meehan cited highly satisfactory cooperation on the part of Director Strong of the U. S. Plant Quarantine Administration. As to proposed employment of an official entomologist by the A. A. N., the committee is of the opinion that, while it is feasible, further consideration is recommended.

President Fraser—"This is one of our most important committees. The work is in good hands and we are indebted to Mr. Meehan and his associates."

Harlan P. Kelsey—"If we are going to hire an entomologist, why not also a plant pathologist?" Mr. Meehan said that the details of his committee report when published will be found to answer that question.

#### Report on Arboretums

In his report for the committee on arboretums and botanical gardens, Chairman Robert Pyle cited the fact that the American Rose Society has been instrumental in the establishment of development of 90 rose gardens each of which is an object lesson to prospective clients of Nurserymen. In similar manner arboretums afford means by which planters can see a demonstration of what Nursery stock will produce. The committee in the last five or six years has listed and described 85 arboretum and botanical garden projects in the U. S. and Canada, 17 of them during the last fiscal year. Through these may be obtained much valuable information in connection with plant nomenclature. It is notable that the tendency is to establish arboretums in connection with educational institutions.

As to the national arboretum project near Washington, D. C., it is probable that needed additional funds for purchase of more land will not be forthcoming for a year

or two. Meantime the U. S. government is working on plans. Chairman Pyle suggests cooperation with G. D. Cooper (A. D. Taylor's office, Cleveland) of the American Association of Landscape Architects. A pamphlet on arboretums may be printed in the near future.

#### Grades and Standards

Chairman E. S. Welch, of the committee on Nursery grades and standards, reported that printing of the revised list had been delayed until changes could be recorded at this session. The published list will probably not be combined, as before with matter relating to business ethics, trade terms, etc.

The committee on the president's address, Miles Bryant, Carl Flemer and Henry B. Chase, recommended continued hearty support of the work of the Market Development Committee, in accordance with the president's emphasis on the subject. In the matter of the proposed Code of Ethics and Trade Practices, it was recommended that the committee on that subject continue its work and report at the next convention; also that search for an association historian be continued. The report was adopted.

#### Distinguished Service Certificate

During the A. A. N. session on National Publicity Campaign activities Paul V. Fortmiller, of the M. D. Board of Directors announced: "It has been desired to recognize especially the outstanding interest in garden work, on the part of individuals. It was decided to confer a Distinguished Service Award in the form of an engraved certificate:

#### DISTINGUISHED SERVICE AWARD

The National Home Planting Bureau, in recognition of meritorious service and notable contribution towards making America a more beautiful and fruitful Nation by encouraging the planting of trees, shrubs and flowers, has conferred this Distinguished Service Award on—

Given this — day of — 19—. In witness whereof we have freely offered our hands and seal. National Home Planting Bureau, Sponsored by the American Association of Nurserymen.

This award at the convention was made to Liberty H. Bailey; Leonard Barron, American Home; Fred Bohlen, publisher Better Homes and Gardens; Mrs. Henry Ford; Mrs. Francis King, author; J. Horace McFarland; Chesla C. Sherlock, assistant editor Ladies Home Journal; W. T. Waterman, attorney, originator of yard and garden contests; F. A. Waugh, Mass. Agl. College; Richardson Wright, editor House and Garden.

### Advanced To Higher Positions In A. A. N. Councils



PAUL C. STARK, Vice-President



E. C. HILBORN, President



DONALD D. WYMAN, Exec. Committee

# Seriously Consider Market Development Results

Conditions Preceding Its Active Development—Judgment of the Well-Informed and of the Large Majority Is That It Is Big Success

Annual Address by President Fraser at Detroit Convention

**Market Development**—The past year has been an extremely trying one on business of every character and nature, but from my own observation and reports that I have had from many, many sources, I believe that the Nursery business has suffered perhaps less than most any other business and this I believe is traceable directly to the progress that has been made on the program of Market Development. There can be no question whatever that the Market Development Campaign has accomplished much towards bettering conditions, although we have all realized from the very beginning that Market Development as a thought or idea would not be a cure-all and that there would be perhaps some evil as well as much good. Time has been given on the program for a thorough report of what has been accomplished by the Market Development Committee and for a thorough discussion of these accomplishments. I ask that each of you attend this meeting that you may be informed as to what has been done and that you may be given an opportunity to ask questions that may have troubled you, or offer constructive criticism that may have occurred to you.

In addition to the Market Development Committee, each subscriber to the fund and each member of this association should take it upon himself loyally to support the program as laid down by the Market Development Committee. In this connection, I would call your attention to the personnel of this committee. It was not selected from any group of Nurserymen, nor from any section of the country, nor secured from any particular line of endeavor, but it is a composite group made up of representative Nurserymen from all lines and all parts of the country. The handling of the campaign is left with these gentlemen ably assisted by the Association's advisors and I want to compliment each of these men on the good work he has done.

My friends, I would have you seriously consider what has really been accomplished by this Market Development Campaign. Think for just a moment that for many years the Nurserymen have endeavored to unite on some program that would improve the Nursery business and conditions under which we all labor. A few Nurserymen finally paved the way and joined in the first cooperative movement in the history of the Nursery industry. Judgments of the well-informed and of the large majority are that this has been a big success and I congratulate each of you on being able to organize and carry on such a program, but again I repeat that for this or any other program to be complete it is essential, nay vital, that we all pull together.

Why was the idea of Market Development first conceived? What conditions brought about the necessity of improved marketing or advertising facilities? Is it not true that it was caused entirely by over-production? How many will dispute that? If it be true that over-production was anticipated by some of these far-sighted Nurserymen and leaders of the trade, then why condemn the movement because the Nursery business has

felt some effects of these general business depressions same as all other businesses? I ask that you ask yourself these questions and answer them to yourself honestly before criticising what may or may not have been done.

I believe in America and I believe in the people in America and I believe in the Nursery business as operated in America with all its faults. I am not prepared to say that those who are operating the Nursery industry of America are poor business men or slack in their business methods, or that they are inclined to be without a proper understanding of right and wrong and consideration for their fellowmen.

**State Nurseries**—There has been much discussion in connection with State Nurseries and there has been much misunderstanding of purpose or intention, but I believe that a better understanding exists now between the various State Forestry Departments and the Nurserymen than ever before; and, deviating slightly perhaps, we have asked R. E. Burson, landscape engineer, to address us on this subject during this session. I recommend to you an honest effort to cooperate and understand the problems confronting the State Nurseries.

**Ethics and Trade Practice**—On a number of occasions this Association has made attempts to standardize trade practices and to establish a Code of Ethics that might serve as a rule and guide for the conduct of the Nursery business of the country.

Unfortunately, during strenuous times such as we have passed through for the last couple of years, many disregard all thoughts of ethics and confine their efforts to taking care of themselves and it becomes a case of the survival of the fittest. At the same time, I would warn you of the danger of improper practices regardless of whether they may arise from price cutting, improper extensions of credit or sales at wholesale, or reduced prices, to those to whom they should not be given, because by so doing, the situation, as a whole, is not improved and there is a great big question in my mind as to whether or not the individual ever profits by improper practices of any nature.

Following the Minneapolis meeting, a committee on Trade Practices and Code of Ethics was appointed and is to report at this convention. I sincerely trust that this committee will have something by way of suggestions that may prove to be workable and that will help to cure this most serious situation. I hope that after you have heard the report of the Committee on Trade Practice and Code of Ethics, you will carry on the thought evidenced in the resolution passed at Minneapolis last season. It conveyed the thought that while the committee did not believe that it would be possible to report at this time a complete code for adoption by the Association, at the same time a report at this convention might bring out enough discussion, recommendations and resolutions to allow the adoption of a Code of Ethics and Trade Practices that would have sufficient backbone to make it workable. Certainly, at no time in the history of the Nursery business was it

more necessary carefully to consider this important item.

**Constructive**—Due to the unsettled conditions of the business world, the somewhat depleted state of the Association's treasury and the anticipation of a considerable falling off in revenue, no big projects have been undertaken during the past year. Your officers have contented themselves with carrying on the necessary work of the Association and have avoided new projects calling for the expenditure of any sizable sum of money. Following resolutions and recommendations adopted at the Minneapolis Convention a year ago, there were appointed one or two committees. Chief among these was the quarantine committee and for the first time in history, this Association went on record as boldly naming this committee Quarantine Committee. Mr. Meehan, chairman of this committee, has done a lot of good work.

Although it was not discussed at the Minneapolis meeting, it was thought best to continue the committee on Storage Investigation. We expect to have a report which I am sure will be interesting on this subject later in the meeting by F. E. Gardner. This is a subject of a great deal of importance to all of us and should be heard by all.

Following the recommendation at the Minneapolis meeting last July, the Executive Committee considered the matter of the appointment of a Historian. We have endeavored to secure several gentlemen whom we considered ideal for this work, but it has been impossible to obtain the services of any of those whom we have asked and becomes necessary for me to pass that recommendation along to my successor as something which I was instructed to do, but was unable to accomplish.

**Conclusion**—It would not be fitting for me to conclude my talk to you this morning without paying tribute to those men who have been responsible for the accomplishments of the organization during the past season. I refer particularly to that wheel-horse, Charlie Sizemore, than whom there is none better fitted for the office which he so ably fills. I have known Charlie for many years and have worked close to him during my tenure of office. I have found Charlie more than willing to execute and carry on the Association's work. He has had but the one thought in his mind which has been for the good of the Association and the Nurserymen of America. I want to thank Charlie particularly for the wonderful cooperation that I have had from him and his office during the past season.

I also desire to thank especially the members of the Executive Committee who have answered all calls and have been ever ready to give freely of their time that the affairs of the Association might be properly discussed and handled.

I also desire to thank Mr. Manahan and the members of the Local Arrangements Committee for the wonderful way in which they have taken care of the local arrangements which has relieved me of any thought or care on the subject and I believe that the



## Concluding Business In Detroit==Sidelights

### \$10,000 Appropriation Deferred

Chairman Kelsey, of the committee on nomenclature, renewed his argument for an association appropriation of \$10,000 to guarantee production of a new edition of the book "Standardized Plant Names." He asked: "Do the Nurserymen want a new edition?" He proceeded: "The work will have to be financed in advance. In the absence of a revised and enlarged edition confusion as to names of plants not in the former edition is likely to be great. Each person will think he can establish the name he chooses. By appropriating \$10,000 (not payable all at once) the association would be entitled to 2000 copies of the book the price of which may be more than \$5. Charles H. Perkins and W. W. Hillenmeyer declared that the association could not make the appropriation now, might do so in a year or two. The subject was referred to the executive committee.

### Election of Officers

Nominating committee recommended for officers:

President E. C. Hilborn, Valley City, N. D.; vice-president, Paul Stark, Louisiana, Mo.; for executive committee members: John Fraser, Jr., in place of William Flemer, Jr.; Donald D. Wyman in place of Richard W. Wyman.

Place of meeting in 1932: West Baden Springs, Ind.

The report of the nominating committee was adopted unanimously.

Pleas were made for adoption of Chicago or Toronto for place of the 1933 convention; world's fair (Century of Progress) in Chicago in 1933.

Henry B. Chase invited all present to attend the annual convention of the Southern Nurserymen's Association in Huntsville, Ala., Aug. 26-27; seconded by John Fraser, Jr.

The new officers were duly installed by retiring president Fraser and the convention was adjourned.

### Convention Arrangements

Special appreciation of the excellent arrangements for the convention by Chairman B. J. Manahan, Pontiac Nurseries, Romeo, Mich., marked the report of the committee on resolutions. The entertainment features were greatly enjoyed. Something was doing on every day of the con-

ventions for entertainment, housing, etc., have been ably taken care of.

Let me suggest that the keynote of this convention be the same as that which we have endeavored to inject into the program provided for you; and that is:

A more optimistic angle, a greater confidence in business in the country in which we live, the business in which we are engaged and the men with whom we are thrown in contact through our endeavoring to carry on for our mutual good and benefit. I strongly recommend to you a straight, clean thinking plan and policy, a reluctance to criticize unless in position to offer at the same time constructive suggestions. To my mind, one of the poorest things that can be done is to criticize without proper and authentic information and without suggestions that will cure that which is criticized.

In final conclusion, let me say to you that this is your convention, your officers are here to carry out your instructions. This is the place for the discussion of such problems as are of concern or interest to Nurserymen. It is the clearing-house of all differences of opinion but I ask that you let these discussions be free, open, frank and without prejudice. When a question is finally decided by the will of the majority, I recommend that we abide by the decision reached here and support the policies of the organization to the very fullest extent.

vention and full advantage of the features was taken by those in attendance. The banquet on Wednesday night was an unusually brilliant affair. Outstanding in A. A. N. special attractions was the trip to Ford village, the Ford automobile plant and the rare opportunity to view the rose garden of Mrs. Henry Ford, said to be the finest in the country.

Mr. Manahan was assisted by the Greening Nursery Co., Monroe Nurseries, Coryell Nurseries, A. J. Stahlin and Aldrich Nurseries. To Assistant Manager David Olmstead of the Book-Cadillac Hotel the special thanks of the association were extended for many courtesies.

### Necrology Report

During the fiscal years deaths of members of the A. A. N. were recorded as follows:

F. L. Atkins, Bobbink & Atkins, East Rutherford, N. J., Nov. 10, 1930.

Dixie M. Bragg, Cumberland Valley Nursery Co., McMinnville, Tenn., July 1930.

Hugh Edward Hall, secy-treas. Texas Nursery Co., Sherman, Tex., Feb. 10, 1931.

B. J. Harms, North Shore Nursery, Libertyville, Ill., Apr. 14, 1931.

George H. Johnston, Kansas City Nurs., Kansas City, Kan., Aug. 25, 1930.

W. F. Newson, Marble City Nursery Co., Beaver Ridge, Tenn., Oct. 1, 1930.

J. H. Skinner, J. H. Skinner & Co., Topeka, Kan., July 31, 1930.

V. A. Vanicek, Newport, R. I., Dec. 21, 1930.

Mrs. Mima M. Vredenburg, United Litho & Ptg. Co., Rochester, N. Y., April 2, 1931.

### Deaths in Families of Members

David Webster Griffing, Elizabeth, La., Oct. 11, 1930.

Mrs. Chas. J. Maloy, Rochester, N. Y., Dec. 18, 1930.

Mrs. Lloyd C. Stark, Louisiana, Mo., Oct. 12, 1930.

James Willis Tetrick, Blackwell, Okla., March 1931.

Mrs. E. S. Welch, Shenandoah, Iowa, June 1, 1931. Mrs. Welch was the first president of the Ladies' Auxiliary, A. A. N.

### Prominent in Horticultural Circles

Dr. Ernest H. Wilson, Arnold Arboretum, Jamaica Plain, Mass., Oct. 15, 1930.

**Retail Nurserymen's Association of the United States**—At the annual meeting in Detroit July 22 the following officers were elected: President, C. C. Smith, secy-treas. Sherman Nursery Co., Charles City, Ia.; vice-president, L. P. Aikenhead, C. W. Stuart & Co., Newark, N. Y.; secretary-treasurer, W. G. McKay, president McKay Nursery Co., Madison, Wis.; director, C. L. Boone, sales manager Chase Brothers Co., Rochester, N. Y.; director, A. Willis, president A. Willis & Co., Ottawa, Kan.

**A. A. N. Ladies Auxiliary**—Eighty ladies of the families of A. A. N. members attended the luncheon and annual meeting of the auxiliary at the Book-Cadillac Hotel and listened to a talk on garden clubs by Miss Genevieve Gillette, Detroit. These officers were elected: President, Mrs. O. M. Hobbs, Bridgeport, Ind.; vice-president, Mrs. Paul C. Stark, Louisiana, Mo.; secretary, Mrs. Ralph S. Lake, Shenandoah, Ia.; treasurer, Mrs. W. J. Smart, Dundee, Ill. Resolutions in memory of the late Mrs. Vredenburg and Mrs. E. S. Welch were adopted.

### Nurserymen in Accident

While motoring between the convention city and his home in Monroe, Mich., B. J. Greening, Greening Nursery Co., and his construction engineer, Mr. Byron early in convention week met with serious accident when their automobile left the highway and capsized. Mr. Byron was instantly killed. Mr. Greening was taken to a Monroe hospital believed at first to be badly injured. Later it was reported that, though badly shaken up, his injuries were not serious and that he was on the way to recovery.

### Exhibits Finely Displayed

Following is the list of exhibits at the Detroit convention, displayed to exceptional advantage on same floor as the assembly hall:

A. M. Leonard & Son, Piqua, Ohio, Nursery tools.

A. B. Morse Co., St. Joseph, Mich., catalogues.

Walter E. Clark & Son, Milford, Conn., paraffin wax.

Otto Gotthold Stahmer, Hamburg, Germany, German peat moss.

William Byrd Press, Inc., Richmond, Va., catalogues.

Lester C. Lovett, Little Silver, N. J., photographs of his Nursery and products.

Mount Arbor Nurseries, Shenandoah, Iowa, Nursery stock wrapped in waterproof paper.

Princeton Nurseries, Princeton, N. J., aerial views.

Pacific Coast Fruit Tree Seedling Growers, John Holmanson, Portland, Ore.

B. F. Conigisky, Peoria, Ill., Plant photographs.

Henry R. Jahn, 7 Water St., New York City, Roto-Tiller.

Atkins & Durbrow, 165 John St., New York City, granulated peat moss. Driconure—soil improver.

WhiteShowers, Inc., 6451 Dubois St., Detroit, Mich., irrigation system.

Process Color Ptg. Co., Rochester, N. Y., plant photographs, plate book.

Hollandale Peat Co., Albert Lea, Minn.

Hardie Manufacturing Co., Hudson, Mich., spraying machines.

Paul Offenberger Nursery Co., Columbus, Ohio, specially grafted evergreens.

A. T. DeLaMare Co., Inc., New York City, catalogues, folders.

Buskirk's Independence Nurseries, Independence, Ohio, water lily display.

Williams & Harvey Nurseries, Kansas City, Mo., moving equipment.

Great Western Bag Co., St. Louis, Mo., bur-lap squares, etc.

**Baby Ramblers**—Annual meeting of this organization was held July 20 in Detroit. These officers were elected: President Eugene S. Boerner, Newark, N. Y.; vice-president, Ray Rice, Princeton, N. J.; secy-treas., Horton Bowden, Geneva, N. Y. New members: Edward Hoyt, New Canaan, Conn.; Charles Burr, Manchester, Conn. The organization held its annual banquet in Windsor, Canada, with an attendance of 45.

**Visit to Ilgenfritz Nurseries**—A party of early arrivals enjoyed a trip to the I. E. Ilgenfritz' Sons Nurseries, Monroe, Mich., 50 miles south of Detroit. A stop was made at the Yacht Club where refreshments were served. The Nurserymen spent the afternoon driving through the large Nurseries and marveling at the large amount of growing stock in many varieties. Particular interest was manifested in a new, almost automatic planter which was in operation.

### Campaign Publicity

The walls of the assembly hall were covered as usual with clippings and front pages of newspapers from many sections of the country, relating to the Publicity Campaign. Upon walls about the hall were large displays of magazine and trade journal Campaign articles, also illustrated. The reason for nation-wide interest in gardening and planting in general was evident.

Robert Chase who has been ill of arthritis for several months, accompanied Henry B. Chase and party northward toward the convention as far as Chattanooga where Mr. and Mrs. Robert Chase branched off for New York whence they sailed for Hawaii via the Panama Canal in the hope that the sea voyage and a six months' stay in the islands will greatly improve Mr. Chase's health.

A regular attendant, M. Semple, was accompanied by Richmond Maury, both representing the William Byrd Press, Richmond, Va.—Hans Stahmer, Hamburg, Germany, was at the convention, having just joined the A. A. N.

Nettie M. Brownell, wife of Albert Brownell, Portland Wholesale Nursery Co., Portland, Ore., died July 6.

## AMERICAN NURSERYMAN

American Nursery Trade Bulletin



### CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

OFFICIAL JOURNAL  
PACIFIC COAST ASSOCIATION OF NURSEYMEN  
Largest District Organization in the Trade  
ILLINOIS STATE NURSEYMEN'S ASSOCIATION  
Leading State Nursery Trade Organization

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Advertisements should reach this office by the 10th and 25th of the month previous to the date of publication.

ROCHESTER, N. Y., AUGUST 1, 1931

### FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammeled lines.

"The dean of Nursery Trade Journalists."—John Watson.

### A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine.

### Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production.

"To find and serve a market is to presuppose a capacity to produce economically, wastefully. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

### BOUGHT ON MERIT

The circulation of the "American Nurseryman" is bought by readers solely on editorial merit. It is never sold through schemes. Cut rates, "clubbing," premiums and deferred payments are not used. It carries no subscription in arrears.

## The Mirror of the Trade

### Nurserymen Making America More Beautiful

COMMENTING on the remarkable results of the Yard and Garden Contest feature of the Nurserymen's Publicity Campaign, the contest manager, George M. Sheets, says: "Everywhere the contests have brought results. Actual dollars have been added to property values by the clearing up and planting of individual home grounds. Appearance of cities as a whole has been greatly changed for the better. Attractive yards make inviting streets. Beautiful thoroughfares distinguish any community. Greater civic pride and loyalty are built up."

### First of Census of Horticulture Results

Major Items to Be Press Bulletined for Each State—Printed Bulletin with Summary in Detail to Be Available by End of the Year

THE Director of the Census issued July 6 the following statement of the results for major items of the 1930 Census of Horticulture for the State of Pennsylvania relating to the calendar year 1929. The information was collected in a mail canvass. These figures are preliminary and subject to correction. Production items will appear in a printed bulletin to be issued later.

The 1930 mail Census of Horticulture was made at the request of trade organizations and publications in the industry for a detailed census of production. This request was made after the questionnaires for the regular decennial census had been prepared and the house-to-house canvass by enumerators in all states was well under way. The census, primarily one of production, covers operations in 1929 and is in addition to Inquiries 219 and 220 of the General Farm Schedule used in the agricultural census. Six questionnaires were prepared by the Advisory Trade Committee to the Director of the Census covering different branches of the industry, as follows: (1) Flowers, plants, and vegetables grown under glass, and flowers grown in the open. (2) Nurseries. (3) Bulb farm. (4) Flower and vegetable seed production. (5) Mushroom. (6) Blueberries (including huckle-

berries). The mail canvass on horticulture did not include brokers, wholesalers, and retailers who only buy and resell.

Several months were spent in the mail canvass. Individual blanks for each branch of the industry were mailed to all establishments in the United States. Delinquents received as many as three or four mail requests. Returns have been received from a large percentage of producers within the scope of the inquiry and are being compiled for the various states.

A press release in the present form which shows only a few general items for each industry will be issued for each state; these will be followed by a printed bulletin which will present in detail a summary for the United States and state totals covering production and other items collected. The bulletin will be available before the close of 1931.

STATE	Nurseries Reporting	Acres in Nursery	Land Value Buildings Equipment	Square Feet Greenhouses	Value of Greenhouses	Maximum No. Employees	Receipts for State Grown Nursery Stock
Pennsylvania	331	8972	\$5,544,369	261,213	\$172,050	2639	\$3,727,087
Delaware	15	1704	226,983	450	300	339	406,493
New Jersey	248	6798	5,211,187	478,091	405,759	2242	4,405,229
Arizona	45	206	186,233	600	200	354	253,371
Alabama	89	4230	1,473,831	251,396	152,465	792	961,284
N. Dakota	13	484	128,267			252	268,467
Maryland	74	7746	2,080,041	82,306	85,777	1279	1,123,319
Louisiana	55	2637	530,594	61,035	35,495	271	273,336
Montana	6	43	16,975	300	100	22	21,209
New Hampshire	27	679	157,542	13,390	13,850	169	118,528
Illinois	292	5899	5,292,956	175,662	175,784	2180	2,960,736

**Southern California Nurserymen's Assn.** on July 9 at the Pasadena Club discussed pest control under glass and in Nurseries. R. E. Page of the Page Nursery cited the fact that employees of Nurseries are growing small groups of stock and offering them for sale at a price lower than that of their employers, and below that of the general market. He urged the appointment of a committee of influential men to meet with Governor Rolph to formulate a plan whereby roadside tree planting can be incorporated in the state road building budget. In reply to a query by Mr. Page, Tom Edwards, new president of the association, replied that it is his belief that city owned Nurseries can be legally stopped. A preliminary finding on this point will be sought from an attorney.

**New Jersey Association**—Summer meeting will be held Aug. 6 at Henry Inn, Sloatsburg, N. Y., three miles north of Suffern, Rockland County, N. Y., at 11 a. m.; dinner 12:30 p. m.; short business session 1:30 p. m.; visit to Skyland Farms in New Jersey, 3 p. m. Full particulars from Secretary Fred D. Osman, New Brunswick, N. J.

**Long Island Nurserymen's Association** met last month at Bulk's Nursery in Babylon, President Henry Van den Hoorn, Westbury Rose Co., presiding, Henry Fiel, Hart's Lynbrook Nurseries, secretary, and discussed plans for protecting the legitimate Nursery trade against the activities of unrepresentative, unscrupulous or ignorant dealers which threaten to undermine the confidence of the buying public, injure the name of the industry and offset the efforts being taken by the trade as well as the authorities to keep insects and diseases under control. State Entomologist R. D. Glasgow urged cooperation with the New York State Nurserymen's Association and individual Nurserymen of the state to invoke more protection of Nurserymen along lines most needed. Nurserymen throughout Long Island were urged by the association to join it.

The announcement that fifty salesmen for Marshalls Nurseries, Arlington and Omaha, Neb., have started their work in Iowa, Nebraska, South Dakota, Wyoming, Colorado and Kansas indicates one answer to the query: "How's Business?"



# A. A. N. To Have a Business Ethics Code at Last

## Through Cooperation With a Committee From Retailers Group—Proposal to Submit Findings at Illinois Association Convention in Chicago in January

[Continued from Page 47]

today is in a corner fighting desperately for his very existence.

**Artificial Prosperity**—It's an open secret, of course, that trade methods and distribution of sales have changed enormously the past ten years. That is one of the reasons why we are here pleading for a fair break, seeking the cooperation of the big grower, trying to find a fair solution of the problem. Now just what has brought this condition about? The boom times during the war and for some years afterward, created artificial prosperity, which cannot endure. Every city in the land offers mute evidence of this thing in the way of huge factories, empty now, built at a time when everyone was blind to but one thing and that was huge production and huge profits.

**Ambition Laudable, But**—It is of course most laudable to be ambitious, but the thinker of today and the keen business analyst will tell you the American craze to show a greater volume of output each year has done more to bring about the downfall of many business men than any other single agency. It is unfortunate, but true, many business men have an obsession that if they do not show a 15% to 30% increase in volume every year the business is slipping.

**Wholesaler Should Appeal**—It would appear to me that some big man of the wholesale ranks should be standing here making this plea. I feel that this movement is deserving of the strongest possible backing on the part of every member in this association.

The national retail association if created cannot be the success that it should be, unless we have the indorsement and whole hearted support of the entire wholesale division. Why do I say this? Simply because I believe every far-seeing man will admit he should tie up with us. Every wholesaler has one or more high grade men in his employ. These men contact several times a year every retailer in their district and these men could do a world of good in talking this proposition up, as to bringing in members and it surely would be refreshing for a retailer to listen to the promotion of something for his good on the part of the man representing the wholesaler.

I have no set plan or cure-all program to offer. I gave a paper having some bearing on this matter at the winter meeting of the Wisconsin Retail Nurserymen [A. N. Mch. 15, p. 119]. As a result of that I was asked to come to Detroit and express my views on this subject to this convention. Through the kindness of Mr. McKay, who is very much interested in this matter I was put on your program by your president, Mr. Fraser.

**Asks A. A. N. to Indorse**—I would like very much to have this convention go on record as indorsing the idea of the creation of a National Retail Nurserymen's Association. In the creation of this new group I have no thought in mind of creating a split. Personally I would prefer to have the annual meeting of such a new association held in the same city, at the same time as the national association holds its meeting.

I am sold on the idea if this thing is properly promoted, it will bring together each year a far greater number of Nurserymen than you have ever had before. I am sure the small operator will feel more like coming to a joint meeting of this kind, for he will have something of a heart interest in it, which is not possible under the present order of things. In other words, many of the small operators did go to the big convention more for the purpose of buying than anything else, but they do not feel the necessity of that now as they are visited six or eight times a year by the man or men that he buys from.

**Business Ethics Code**—I offer as a suggestion that a committee of three representative retailers and two representative whole-

salers be appointed by the chair and that this group select at least one representative retailer from each state. These men to work out a code or a standard of business ethics and from the same group select a committee of five or seven men who will meet in Chicago at the Illinois State Convention, there to submit their findings and a general recommendation.

I cannot believe that it is going to cost a lot of money to put this thing over. I can-

not believe it is going to require much in the way of dues for membership. I am hopeful that on the part of the retailer we will have a generous response.

I believe it will be necessary to hire some strong forceful man to handle the details of this thing, some man who is a real organizer. All of this of course would be up to the committee in control.

[After some discussion the committee asked for by Mr. Hanson was provided].

## Payment in 30 Days—Interest Thereafter

### Trade Terms Fixed by Pacific Coast Assn. of Nurserymen in Convention

It was a happy thought on the part of the program committee in preparation for the Tacoma convention of the Pacific Coast Association of Nurserymen to enlist the cooperation of F. A. Martinetti, manager of The Bradstreet Co., Tacoma, in a consideration of existing terms of payment practice in the Nursery industry. Through long experience in the field of commercial credit information Mr. Martinetti was able to give valuable practical advice based upon a personal investigation of conditions in the Nursery trade which led him to remark that in all his experience he had not come upon a condition in any business which so greatly needed radically revised credit practice.

Mr. Martinetti is a frequent contributor to magazines on financial credit problems. His address to the Coast Nurserymen, presented in full in another column is professional evidence that all that has been said by Mr. Gwynn, Shenandoah, and other representatives of leading Nursery concerns on the subject in the columns of recent issues of the *American Nurseryman* in no way exaggerates the unsatisfactory results of the long-standing unbusinesslike practice in this trade in the matter of financial credit and terms of payment.

The subject was given special attention by the Pacific Coast Association which definitely decided at the Tacoma convention to put into practice, commencing Jan. 1, 1932, a credit system providing for payment of accounts in 30 days from date of invoice and the charging of interest on amounts unpaid at the expiration of that term.

This action is in accordance with suggestions in these columns by leaders who have been particularly impressed by the great need of putting the Nursery industry on a modern business basis; it conforms also to the practical advice by the representative of the Bradstreet Company, than whom no one knows better the necessity as it has long been realized by progressive men in industries generally.

President Fraser received while in Detroit a telegram from President Steinmetz and Executive Secretary Tonneson stating that the Pacific Coast Association of Nurserymen in convention last month adopted regulations on trade terms, grades and orderly production.

**Cashman Nurseries, Inc.**—This is the name now of the Clinton Falls Nursery Co., Owatonna, Minn. Officers are: President, Thomas E. Cashman; vice-presidents, Thomas E. Cashman, Jr., and Mrs. Thomas E. Cashman; secretary, James E. Cashman; treasurer, John A. Cieszinski.

### COMING EVENTS

Aug. 19-20—Eastern Nurserymen's Ass'n. Summer meeting, Hotel Cumberland, Bridge-ton, N. J.

Aug. 20—Ohio Nurserymen's Ass'n. Summer meeting, Hotel Miami, Dayton.

Aug. 26-27—Southern Nurserymen's Ass'n. Annual meeting, Hotel Russell Erskine, Huntsville, Ala.

Aug. 27-28—Arkansas Nurserymen's Ass'n. Annual meeting, Fayetteville.

Sept. 1—Oklahoma Nurserymen's Ass'n. Summer meeting, Durant.

Sept. 2-3—Southwestern Ass'n. of Nurserymen. Annual meeting, Durant, Okla.

Sept. 4-10—Atlantic City, N. J., Flower and Garden Pageant, Atlantic City Auditorium.

Sept. 15—Nebraska Nurserymen's Ass'n. Annual Field Day, Harrison Nursery, York.

Sept. 24-26—California Ass'n. of Nurserymen. Annual meeting, Watsonville.

### Exact Date Not Yet Announced

Sept.—Kentucky Nurserymen's Ass'n. Summer meeting, Louisville.

**Presentation to Mrs. Henry Ford**—Almost the first official act by President E. C. Hilborn, new president of the A. A. N., was the presentation to Mrs. Henry Ford in person, of the Distinguished Service Certificate which was awarded to her and other prominent persons who have given outstanding service in behalf of gardening and planting in general, at the Detroit convention of the A. A. N. The presentation was made in the noted rose garden of Mrs. Ford during the visit there by members of the A. A. N. after the convention.

**Japanese Lily Bulbs**—T. Sakata & Co., Yokohama, Japan issues an elaborately decorated catalogue of lily bulbs of the present season. Both outside covers and a double frontispiece are in full color such as only lilies can present. The high quality of the product of this company is well known. Strictly business-like are the conditions of sale and Nurserymen of America can learn something of the practical application of credit terms now under discussion by noting T. Sakata & Co. terms—quite practicable but decidedly definite.

**New Yellow Rose**—In the presence of a delegation of American Rose Society members, J. H. Nicolas, Jackson & Perkins Co., last month dedicated the new yellow climbing rose Mrs. Arthur Curtiss James, at Little Compton, R. I.

**Convention Attendance Record**—The Detroit convention was the thirty-fifth annual A. A. N. gathering that John C. Chase, Derry, N. H., has attended without a break—believed to be a record.

# Period Where Campaign Results Were to be Due

And Here They Are—Succinctly Outlined by the Advertising Counsel—Upon All Sides the Press Teems With Evidence of the Great Success

L. M. Ramsey Before A. A. N. Convention In Detroit

This report covers a trying period in the history of American Industry. We are in the midst of a world-wide depression, the extent of which has never been experienced before in the memory of those assembled in this room. During this period we have seen the buying power of the individual shrink and, what is just as important, the desire to spend money practically disappears altogether. Many industries are demoralized and many others are doing only a fraction of their former volume.

Our Campaign was begun in 1928, at the high tide of prosperity. It was not started on the impulse of the moment but had been taking form in the minds of the leaders of the Industry for over twenty years. The institution of this Campaign was the culmination of years and years of discussion on the floor of your Conventions and the Campaign was launched with great hopes on the part of the 876 Nurserymen who were willing to back their convictions with hard earned dollars.

## When Sales Are Sorely Needed

It was, of course, taken for granted that if a cooperative campaign of this character is a profitable investment in good times, it should prove all the more valuable during a period when sales are sorely needed.

You were told not to expect too much in the beginning, that it would take time to get up momentum and that we would reach our maximum of effort the third year of the Campaign. This third year is upon us and it would seem that if there ever was a test of a campaign of this character, we are experiencing it now.

Let us then look coldly at the facts and see if we have accomplished what we set out to accomplish and if, as a result, Nurserymen are securing their full share of the consumer's dollar.

I think it is pretty well agreed by writers and others informed on the planting movement throughout America, that interest in gardening reached its all time peak this last spring. Mind you, I am not saying that sales reached an all time peak, I am saying that interest reached a new peak last spring—which are two decidedly different things. We shall come to the matter of sales a little later on.

## Press Comment of Note

The United States Daily of June 2, 1931, published an article headed: "Ornamental Gardening Develops Aspects of National Movement. Plant Nurseries Do Heavy Business, Flower Shows Attract Large Crowds and Clubs Multiply.

"The United States, which has lagged far behind foreign nations in development of ornamental gardening, is now making rapid strides in this field, garden clubs are extending all over the country, fads such as small gardens and 'rock gardens' are arousing widespread interest, and the movement is taking on much of the character of a national sport, Knowles A. Ryerson, in charge of the Office of Foreign Plant Introductions, stated orally June 1st. The following information also was furnished by Mr. Ryerson.

"The business of plant Nurseries in ornamental shrubs and flowers last year was heavy in the face of slowness in sales of orchard trees and commercial plants and in spite of depressed business conditions.

"One nation-wide horticultural society trebled its paying membership last year and the influx of new members is continuing at a high rate this year despite the 'hard times'.

"Crowds reaching as high as 50,000 attended the March Flower Show in New York, to which admission was charged and the doors had to be closed at times to wait for some of the flower lovers to leave and make room for waiting crowds."

## The Fastest Growing Sport

Perhaps you heard Grantland Rice recently in the Coca Cola Hour, when he was interviewing Richardson Wright, editor of House and Garden Magazine. Grantland Rice said, "Dick, what is the fastest growing sport in America today?" and Wright answered, "Why, 'Grant', the fastest growing sport in America today is gardening."

I was surprised to notice the other day in a new directory of advertising men, a poll as to their hobbies. Over 35 hobbies were listed and gardening was third. While 382 voted for golf, 368 voted for gardening and I'll wager that the next issue of this directory will show the tide turned in favor of gardening.

In a recent article in Vogue Magazine, we read the following: "America has become so garden-conscious that we might well halt in the midst of it and wonder how this interest began and how it grew to its present proportions." And if what this article says is true, we have gone a long way towards reaching our objective.

It is also cheering to notice the way the term "Outdoor Living Room" is finding its way into the vocabulary of the public. We see evidence of this on every hand. One large national advertiser of plant foods devoted a large percentage of each program on a nation-wide radio hook-up, to featuring the Outdoor Living Room, knowing, of course, that unless people were interested in improving their grounds they would not be interested in plant foods.

Everywhere this spring one noticed beautiful garden furniture and other accessories for outdoor living, in fact, in the use of the term "Outdoor Living Room", we have established an ideal that a garden should be something more than a place to grow flowers—rather a place for outdoor enjoyment and social intercourse amid beautiful growing things.

## America Garden Conscious

These things are interesting for, after all, we started out to make America garden-conscious. Now let's see if we cannot dig beneath the surface and see just where we stand in dollars and cents volume in comparison to other years and what were the factors influencing our sales.

The Nursery Industry is a peculiar one in that those making up the Industry operate on many different plans. Some sell through agents, some through catalogs—some have small units of sales while others take contracts for large landscape undertakings. Thus, we see that while catalog sales may be good, landscape work for the well-to-do may be suffering and so on. However, any figures we take must be a cross-section of the Industry as a whole.

Every year at this season Mr. Cary sends a letter to the members of the M. D. & P. Committee, asking for a statement of their volume this year in relation to the previous year. We have done this since the first year of the Campaign. The M. D. & P. Committee is comprised of Nurserymen in nearly every state in the Union and Nurserymen doing every type of business.

And, by the way, I cannot overestimate the importance of your cooperation from year to year in securing these figures. We ask for wholesale sales separately from retail. This year we asked for tonnage figures as well as dollars and cents volume.

## Here Are the Figures

Our tabulation for the year from June 1st, 1930 to June 1st, 1931 shows that the dollar volume for this period was 20% below the period for June 1st, 1929 to June 1st, 1930. This holds true both for the retail and wholesale sales and I believe I can say to you with assurance that the dollar volume of the Nursery Industry for the last twelve fiscal months was 80% of the previous year. Mind you, this figure includes both fall and spring sales and I feel certain that spring sales were much higher than this yearly average shows.

In the matter of tonnage, we have a different situation. In fact, our figures show that the wholesale tonnage stands at 101 in comparison with the previous year. Thus, we see that while tonnage held up, dollars and cents volume fell. One might reason that with this sizable demand, Nurserymen might have held up prices but everyone here knows the difficulty of holding up prices during a period like the present. In fact, one factor which made possible the present volume was lower prices.

Let us now see how the Nursery Industry fared in comparison with other industries which we feel have something in common with the Nursery Industry. Here is a chart which shows the Nursery sales in relation to automobile sales, retail furniture sales and residential building. This chart takes 1928 as 100%. This was the year preceding the beginning of our Campaign and as far back as records extend. Although we have just said that the Nursery volume for the past year was 80% in comparison to the previous year, you will notice on this chart the Nursery Industry is shown as 83.3 in relation to 1928.

## Relation to Other Industries

Relation of the Nursery Industry to other industries:

1928—100%	Percentage Shown 1931
Automobiles, Dollar Volume	54.7
Residential Bldg., Dollar Volume	32.8
Retail Furniture, Dollar Volume	66.3
Nursery Industry, Dollar Volume	83.3

Figures for the Automobile Industry and the Retail Furniture business were secured from the U. S. Department of Commerce reports. Figures for Residential Building were taken from the F. W. Dodge reports.

Thus, we see that the Nursery Industry has not fared so badly when we compare it with other industries. In fact, we have much to be thankful for. Quite often this spring I heard the statement "The demand surprised us and continued far later than expected." The Florists' Exchange carried an excellent review of the spring season in New York State which applies equally as well to all sections of the country. It said in part:

"During March and April a slow but generally satisfactory increase was felt throughout the trade and several leading concerns, both wholesale and retail, experienced an April business which not only equalled that for the same month of a year previous, but in several notable instances, exceeded the April 1930 record in both total sales and actual volume. The majority of these favorable reports were from retail outlets—retail demand, through catalogs, agents, or personal visits to Nurseries showed a slow but noticeable improvement which increased as the weather became more favorable for actual planting until in April, the demand varied from fair to excellent. This demand, in the general opinion, was more for single items, special collections or new and unusual items than for large plantings or orders. It appears evident that the people of the United States are very much alive to the fact that, in truth, 'It's Not a Home Until It's Planted,' and that the total demand for Nursery stock is on the increase although, in keeping with the present day attitude, careful or even cheap buying is the general practice."

It is interesting to notice that in every



# Accounting of Campaign Advertising Committee

Paul Stark of the Advertising Committee of the Campaign made this report:

In presenting this brief report I believe I would not be doing my duty if I failed to mention the splendid spirit of team work and cooperation between the entire membership of the M. D. & P. and Advertising Committees. All have been sincerely striving for the general benefit of the Nursery industry. Also, I think the appreciation of our industry is due the chairman of the M. D. & P. Committee, Mr. Hilborn, whose enthusiasm and never faltering confidence from the beginning has been a big factor in this movement. The chairman of your Advertising Committee, Mr. Hillenmeyer, has borne the brunt of this committee's work, and I am sure all of you appreciate his sincere and splendid work in your behalf.

Our industry has been very fortunate in having an advertising counsel and his associates, Mr. Cary and Mr. Sheets, who have proven their great interest in the success of the campaign far beyond their own financial interest.

I am going to read a brief summary of your financial statement December 1, 1930 to May 31, 1931. As you know, these accounts are audited each year by Ernst & Ernst, certified public accountants. The details of these complete financial statements are furnished the executive committee of the association and are also available for the inspection of any contributor:

INCOME .....	\$173,313.01
Less: Cost of securing and collection of pledges per contract and deferred pledges .....	15,712.96
	<b>\$157,600.05</b>
<b>COST OF OPERATION:</b>	
Advertising:	
National Publications .....	\$56,204.20
Educational Booklets .....	4,800.13
Yard and Garden Bureau .....	19,563.37
	<b>\$80,567.70</b>
<b>SALES HELPS:</b>	9,749.99
<b>ADMINISTRATIVE:</b>	3,680.74
	<b>\$93,998.43</b>
Balance available June 1st for adv. and pub. to Nov. 30, 1931.....	\$63,601.62
The first six months show money spent as follows:	

National Advertising and Publicity	85.7
Sales Helps .....	10.4
Administrative Expense .....	3.9
	<b>100%</b>

In the last three years the Nursery industry has invested a considerable sum in market development, but when you compare it with other industries, the amount of investment and the results obtained are far beyond our most optimistic expectations, especially the tremendous amount of newspaper, magazine and radio free publicity that has come as by-products of this campaign. It has been conservatively estimated by persons in position to know that the Nurserymen are receiving at least \$10 value in advertising and publicity for every \$1 they have invested, to say nothing of the general wave of planting interest that has accompanied it.

These results have been possible because we Nurserymen have the one product that lends itself to an effective acceptance by the press and radio. The public has been interested and aroused, and the editors KNOW this because they have the pulse of their readers. They know that gardening and ornamental planting is NEWS story. Not by accident or voluntarily, but by careful planning and handling, this has become NEWS and as a result, the editor and radio directors not only are willing to feature it, but they are requesting this material.

You will remember that the national survey on which our campaign was based showed that only a small percent of the homes were fully planted and that the big opportunity for increasing the sale of Nursery stock was not in the front yard which required only a limited amount of trees and shrubs, but in the back yard. The public as a whole knew this solely as a back yard—a place for ashes and tin cans. The Nursery campaign concentrated and crystallized a definite idea in the minds of a large proportion of the 110 million American people—this idea is the

## Out Door Living Room

a place for the interest, the health and happiness of the entire family.

The Out of Doors Living Room idea hit the popular fancy, it has taken the country by storm. Editors, horticultural writers, radio speakers, garden clubs and a host of others have taken up this and it is an accomplished fact.

Largely as a result of this campaign there is a quickly growing garden consciousness among the public.

This might have come naturally in 20, 30,

40 years, but your campaign has been a short cut; so you can take advantage of it, instead of your children and grandchildren.

The beauty of this garden consciousness is that it is an insidiously growing and ever-increasing condition. Women do most anything for the sake of style—short skirts, long skirts, smoking, beach pajamas, etc. If it is the style they will do it.

All of us knew that if we could once get the women sold on the idea that it was the style and the proper thing to do, our campaign would succeed. Just to show you how well this has been accomplished, I quote from Vogue, outstanding smart style magazine, faithfully followed by the women of America.

"The past two years, since that hurricane roared down the canons of Wall Street, has shown who the rich really are. A whole new crop of millionaires has sprung up. They are the gardeners—those men and women to whom the making and maintenance of gardens is an absorbing passion.

"Because of this assurance, and because there is peace to be found in a garden and splendid vigor in the physical work it requires, more and more men and women are turning to it. America has become so garden-conscious that we might well halt in the midst of it and wonder how this interest began and how it grew to its present proportions.

"The increased interest in gardening has raised up a new and healthy form of social competition. It is no longer enough that a woman be mistress of a home in good taste; she must also be mistress of a garden in equally good taste, a garden that shows at least some semblance of thoughtful design and in which the plants are maintained in good cultivation.

"However, it must not be understood that men are absent from the garden. Indeed one of the most interesting phenomena that can be witnessed today is the increase of men in gardening. More and more men each year are laying aside the niblick and taking up the hoe.

## Market Development Committee

Alabama—H. B. Chase	Missouri—B. J. Loss
California—J. A. Armstrong	Nebraska—L. A. Moffett
Colorado—Carlisle Ferguson	New Hampshire—M. E. MacKintie
Connecticut—George Harris	New Jersey—William Flemer, R. F. Greene
Florida—C. A. Simpson	New York—Paul Fortmiller, Don Williams, E. H. Costich
Georgia—Ray Hastings	North Carolina—O. Joe Howard
Illinois—Miles Bryant, N. E. Averill	North Dakota—E. C. Hilborn
Indiana—Ollie Hobbs	Ohio—Clarence Siebenthaler, H. S. Chard
Iowa—A. F. Lake	Oklahoma—Atwood Harvey
Kansas—J. J. Pinney	Oregon—S. A. Miller
Kentucky—W. W. Hillenmeyer	Pennsylvania—T. H. Humphries, L. W. Needham
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Maryland—William C. Price	Tennessee—F. C. Boyd
Massachusetts—Don D. Wyman	Texas—E. L. Baker
Michigan—B. J. Manahan	Vermont—Earl Horsford
Minnesota—B. J. Loss	Washington—F. A. Wiggins
Missouri—Paul C. Stark	Wisconsin—M. C. Hepler
Nebraska—L. A. Moffett	Canada—T. A. Torgeson
New Hampshire—M. E. MacKintie	
New Jersey—William Flemer, R. F. Greene	
New York—Paul Fortmiller, Don Williams, E. H. Costich	
North Carolina—O. Joe Howard	
North Dakota—E. C. Hilborn	
Ohio—Clarence Siebenthaler, H. S. Chard	
Oklahoma—Atwood Harvey	
Oregon—S. A. Miller	
Pennsylvania—T. H. Humphries, L. W. Needham	
Rhode Island—V. J. Vanicek	
Tennessee—F. C. Boyd	
Texas—E. L. Baker	
Vermont—Earl Horsford	
Washington—F. A. Wiggins	
Wisconsin—M. C. Hepler	
Canada—T. A. Torgeson	

## AT LARGE

Wisconsin—M. R. Cashman
Missouri—Lloyd C. Stark
Pennsylvania—L. C. Bobbink
Nebraska—Chet Marshall

**Directors**—The newly elected Market Development Committee met in Detroit and elected the following Board of Directors: Chairman W. W. Hillenmeyer; Paul V. Fortmiller, Donald D. Wyman, Chet G. Marshall, William Flemer, Jr., John Armstrong, Clarence Siebenthaler, Paul Stark, R. F. Greene, Donald Williams.

**Advertising Committee**—The Board of Directors elected the following Advertising Committee: Chairman Paul V. Fortmiller; Paul Stark, William Flemer, Jr.; associate member, Clarence Siebenthaler.

## Campaign Results at Promised Results Time

case the Nursery sales came from the class of home owners towards whom the Nursery advertising had been directed.

One factor which greatly influenced spring business was the falling off in residential construction during the last year.

For the first time we are able to give you the figures showing the extent to which residential construction affects the market for Nursery stock. This spring we had Mr. Wilkinson, who is in charge of our Research Department, determine definitely the extent to which new homes are planted the first year. This was not a difficult matter to determine for by going out and counting the individual plants which were actually planted at the completion of new homes and by striking an average, we were able to determine just what we might expect to secure in the way of planting when a new home is built. I won't go into full detail on this survey here, except to say that I am attaching a very detailed report based upon our own efforts in tabulating the plant material planted the first year upon newly constructed residential grounds and the F. W. Dodge Corporation figures on residential construction.

Our figures show that the Nursery stock required to plant the new residences in 1928 totaled slightly over 18 million dollars, while the Nursery stock required to plant the new homes constructed in 1930 would only total \$8,237,000—a shrinkage of \$9,880,000. These, I think, are significant

figures and will help us greatly in the future for by securing the figures on residential construction for the previous year, we will be able to determine the extent of our market in advance of the planting season.

This planting about new homes represents, approximately, 10% of our total market, thus, we see that if we had had a normal building year in 1930, our figures for the Nurserymen's fiscal year would have presented an entirely different picture. In other words, we had to make up the volume of business usually secured from newly built homes by increasing the interest of those whose homes were already planted and by inducing people to replace old plantings.

I want now to tell you what we have been doing at Campaign Headquarters during the last year to influence the market for Nursery stock. On September 15th of last year, when the Advertising Committee met in Davenport, it was decided that we should put forth every effort to increase interest in gardening during the coming spring and that we institute every economy to make our advertising dollar go as far as possible. Not only did we use all available funds this spring but the committee felt that it would be wise to even draw upon the fall budget to force sales when the people were in the mood to plant. Then, too, we felt that by arousing interest in the spring we would greatly influence the fall market.

# No Business So Lax As to Credits and Why

## Pacific Coast Nurserymen Listen to Cold Facts as Result of Credit Authority's Investigation—Nurserymen as Artists Overlook Business Policy—Remedy

By F. A. Martinetti, Manager Bradstreet Company at Pacific Coast Assn. Convention

**N**ATURALLY, to help in this discussion of the credit problems of Nurserymen it was necessary to find out whether the Nurserymen really had any problems. Among other things I sent out a questionnaire to a large number of the dealers on the Pacific Coast, and asked them four questions:

- (1) What are your terms of sale?
- (2) As a rule, how long do your customers actually take?
- (3) Do you have any losses through the extension of credit?
- (4) What are your credit problems?

Nearly all the Nurserymen answered, and at this time I should like to express my appreciation to those who gave the necessary time and thought in answering. I hope that some help may come from this discussion so that your efforts will not have been wasted.

The number of replies received showed that the matter of credit was a real live problem. In fact, I have learned that the credit situation of the Nurserymen is in a very unhealthy condition.

Let me give you a digest of the replies:

### Existing Conditions

- (1) The terms of sale were from cash to January 1, and June 1.
- (2) The length of time taken for the payment of bills varied from cash to three years, with very few getting cash. Most of the replies were three months and longer, and most of these were longer.
- (3) Most of the Nurserymen reported credit losses.
- (4) When it came to answering the question as to whether they had any credit problems, the replies indicated they had all the problems known to credit granting. Let me give you some typical replies:

"To educate people to pay us as they have others."

"Finding a satisfactory method of giving credit in depressed times."

"Getting people to consider a tree debt binding."

"Plenty-all varieties known to business."

"Competing with Nurseries giving credit to three years."

"Credit in future only to those I know to be reliable."

"Getting information on customers."

One dealer sums up the whole situation in the following reply: "Seller puts in two and three years growing his crop, in addition to which he has money invested in the crop coming on for delivery next year and the year following. Why should he wait until the buyer sells his stock and collects. The burden is all on the seller, none on the buyer."

One man reported that he sold on sixty-day terms, received his money "in six months or longer," but had no credit problems. I noticed, however, that he had no financial rating.

### No Other Business So Lax

Now here you have the situation, and in all my years with Bradstreets I know of no other line of business which is so lax in the extension of credit. Why is it that this condition exists among the Nurserymen?

In the credit business it is commonly accepted that the Nurserymen are, as a whole, men of small financial responsibility. In support of this statement I recently looked into the ratings of the Nurserymen in the large cities on the Pacific Coast and here are the results: 80% were rated under \$20,000, and of this 80%, 60% were rated under \$5,000.

### Moral Risk Second to None

As moral risks they are second to none, and by moral risks I mean their dependability, their integrity, their desire to do the right thing in business; but they do not conduct their business along the best and accepted business principles. And the reason for this is, I think, due to the fact that their business is along artistic lines. They are creative to some extent, and their thoughts run along the artistic lines rather than the business end. Take any line of endeavor which is artistic in its efforts and you will find that the business end is given the least consideration. And yet if the artistic efforts are to be successful they must be conducted along proper business principles.

### As to the Remedy

We have now found out what is the matter and the reason for this situation, and before passing on to the remedy it might be well worth a little time to tell you what you are facing in the extension of credit.

For over forty years the Bradstreet Company has been publishing the results of our yearly toll of business failures. For the last five years the liabilities among mercantile failures have averaged \$600,000,000 a year. Now 80% of the people in business are of \$20,000 capital or less, and 80% of the annual losses are among these people. You can see from this that if 80% of the Nurserymen are in this dangerous class, 80% of the business you do is subject to the extreme risks. And yet you have no definite credit policy. What, then, is the remedy?

It is interesting to note in connection with the questionnaire that the best rated concerns had the least trouble with their collections. They had a definite policy. They investigated their accounts and then lived up to their policy.

### Must Maintain Definite Policy

In your business it is not necessary to sell for cash only. Most of the business of the country is transacted on credit and there is no reason why you cannot extend credit in your line.

In the first place you must have definite terms. Your old method of payments twice a year is out of date. Then tendency today is for short terms for the longer a bill is outstanding the greater the chances of loss. Do not worry so much about large discounts, because the tendency today is to shorten the discount and to charge interest. A number of the larger national companies have cut their discounts during the past year or so.

### Investigate Every Account

Then you must be in a position to investigate your accounts to know those entitled to credit and those not entitled to credit. Several of those answering the question-

naire stated one of their difficulties was to get information on their accounts. This was a surprise to me as Bradstreets have been doing this for eighty years and their clients include the best and biggest in every line of business. We have special blanks for certain lines of business, and I see no reason why you should have difficulty in obtaining information.

### Insist On Your Terms

After you have investigated your accounts you are in a position to decide who should have credit. Once having extended credit you should insist on your terms, and those who do not abide by your terms should suffer the same penalty as debtors in other lines. You will find, as others do, that the losses on credit when credit is properly extended are very small. Although liabilities amounted to \$600,000,000 last year, the net loss compared to the annual business of the country was about one-twentieth of one per cent. The losses on properly controlled credit are so small that there are credit insurance companies that for a small fee will insure you against the unusual loss, and these insurance companies have been quite profitable, showing that properly controlled credit is good business.

### Start Right Now To Revise

The most important thing for you to do is to start in right now and revise your terms. Investigate your accounts and once having decided on a definite policy, stay by this policy. It will, of course, have to be elastic enough to meet different conditions, for there is no hard and fast rule in the extension of credit. Do not go to the extreme and be too critical and drive away good business. To have very few credit losses is not necessarily successful credit granting.

### The Test of the Credit Man

The test of the credit man is to do all the business he can with the least possible loss. This means investigation of your accounts and a continual checking of these accounts. Model your policies along the lines of the large and successful operators.

### Summer Meeting

The summer meeting of the Ohio Nurserymen's Association will be held in Dayton on Thursday, August 20th, with headquarters at the Miami Hotel. The Nurserymen of the Miami Valley have planned a program of unusual interest both to Nurserymen and to their wives who are invited to attend.

There will be an informal, get-together dinner at the hotel on Wednesday evening at 7 p. m. On Thursday morning the group will be taken on a sight-seeing tour of Dayton, followed by a picnic lunch at the Moraine Nurseries of The Siebenthaler Co. After a short business meeting in the afternoon the group will visit the Siebenthaler Nurseries.

G. WALTER BURWELL, Secy.

The trade will regret to learn that the business of T. S. Hubbard & Co., Fredonia, N. Y., is being closed out. The long-time manager, W. L. Hart, was missed at the Detroit convention.



## E. P. BERNARDIN Parsons Wholesale Nurseries

PARSONS, KANSAS

Established 1870

### Specialties

Amoor River North Privet, 2 yr.,  
2-3 and 3-4 ft., well branched.  
Bungei Catalpa, 4½ to 8 ft. Stems.  
Lombardy Poplar, 5-6 to 10-12 ft.  
American Elm, 8-10 ft. to 3 in. cal.  
Lonicera Bella Albida, 2-3 to 5-6 ft.  
Deutzia Pride, 2-3 to 5-6 ft.  
Forsythia Asst., 2-3 to 4-5 ft.  
Elders Asst., 2-3 to 4-5 ft.  
Cornus Asst., 2-3 to 4-5 ft.  
Tamarix Asst., 2-3 to 5-6 ft.  
Purple Wisteria, 2 & 3 yr.

EVERGREENS—Biotas and Jun-  
ipers, in good supply.

Long List of Ornamentals  
in generous supply.

### The Last Word on Plants is HORTUS

A Concise Dictionary of Gardening, Gen-  
eral Horticulture and Cultivated Plants  
in North America.

By L. H. and E. Z. Bailey



A dictionary in the  
true sense of the  
word, with essential  
information on all  
of the 22,000 gen-  
era, species and var-  
ieties of ornamen-  
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tivation in North  
America today.

You only need to know com-  
mon plant names to use it for  
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plantsman can do without it."

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P. O. Box 124, Rochester, N. Y.

**THIS SIZE SPACE**  
**\$1.40 Per Issue**  
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## A Friendship Offer to Our Fellow Nurserymen

FIFTY YEARS' continuous and successful exper-  
ience in every phase of the Nursery business has  
taught us many valuable lessons.

This knowledge not only embraces the fundamental  
principles of plant culture, but also includes the  
important function of service to the public—a serv-  
ice which we have developed to a standard that has  
attracted country-wide attention of fellow Nursery-  
men.

If you, as a Nurseryman, have never been numbered  
among the hundreds of fellow workers who have  
visited our Nurseries at Painesville, we want you  
to consider this message as a Friendship Offer to  
visit us at any time it is convenient to you.

Our interest in the Nursery business is not self-  
centered, if we have solved problems—overcome ob-  
stacles—which now confront you, we'll gladly and  
freely give you the result of our vast and varied  
experiences.

Our Nursery is located on the  
main highway between Cleveland  
and Buffalo, in the western limits  
of Painesville, Ohio. Any time  
you are motoring in our vicinity,  
don't fail to visit the most com-  
plete plant of its kind in America  
where you'll find—

"EVERYTHING THAT'S  
GOOD AND HARDY"

**The Cole Nursery Company**  
Painesville, Ohio



Plant Stake  
Card 1 1-4x3 in.

#### NO WOOD STAKES TO PREPARE

NO PAINT TO PEEL  
Use Perfection Mark-  
ers and be absolutely  
certain!  
A trial will prove their  
worth.

Write for descriptive  
literature and remarkably  
low prices.

S-W SUPPLY CO. Nursery-Plot-Row-Markers  
Girard, Kansas Card 2 1-2x4 1-2 inches

#### PERFECTION MARKERS Plant Stakes Nursery Markers Row Markers Plot Markers Plant Labels

All made of galvanized steel.  
Last for years. Readily changed  
to make different markings.  
Card is glass covered. Let us  
help you mark your stock with  
certainty and economy.



## Lining Out Stock.



One of the most com-  
plete lists published of  
EVERGREEN and DE-  
CIDUOUS TREES and  
SHRUBS. SEEDLINGS,  
CUTTINGS, GRAFTS  
and TRANSPLANTED  
STOCK. Write for copy.

Kelsey Nursery Service  
50 Church St., New York  
Established 1878  
Member A. A. N.

### BRISTOL'S TREES

Northern-grown, Hardy Evergreens  
Forest and Ornamental Stock,  
especially Red Pine

H. R. BRISTOL, Plattsburg, N. Y.

### Double Agent's Orders

Conigisky's true-to-life, hand colored photo-  
graphs of Shrubs, Perennials, Evergreens and  
Roses cost little more than old-fashioned lith-  
ographs, yet they will more than double your  
Sales. Catalogue FREE.

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400 Acres of  
EVERGREENS, SHRUBS, TREES

Write for Price List

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### Perennial and Alpine Plants

A list for Landscape Architects,  
Nurserymen and Gardeners.

WESTCROFT GARDENS  
GROSSE ILE, MICHIGAN

### C. R. BURR & COMPANY, INC.

Manchester, Conn.

A COMPLETE ASSORTED LINE  
FOR THE COMING SEASONS

## ELM TREES

GET IN TOUCH WITH US BEFORE YOU BUY  
PFUND-BELL NURSERY CO.  
Lake Street ELMHURST, ILLINOIS

### PEACH PITS

THE  
Howard-  
Hickory  
Company  
Hickory, N. C.

Say you saw it in "American Nurseryman"

### LESS THAN FIVE CENTS A WEEK—

AMERICAN NURSERYMAN

Chief Exponent of the Nursery Trade

Issued 1st and 15th of each month. The National Journal of Commercial Horti-  
culture. National and international circulation. Reaching every State in the  
Union. Journal appreciated by upward of 2500 Nursery readers. Subscription:  
\$2.50 per year; three years for \$6.00. A one-inch advertisement for \$1.40; under  
yearly term, \$1.25.



UNUSUALLY large attendance characterized the 29th annual convention of the men at Tacoma Hotel, Tacoma, Wash., July 7-9. M. McDonald responded to the Mayor's welcoming address. In his annual address President W. C. Thompson reviewed events of the fiscal year and directed attention to outstanding features of trade importance.

As announced in this journal the business of the convention was largely transacted through action on reports of committees of which there were many. At the outset special committees and a committee on resolutions were appointed. Stated reports included those of Vice-presidents H. A. Hyde; B. E. Amyx, Niles Cal.; B. A. Mitchell, Orenco, Ore.; B. R. Sturm, Toppenish, Wash.; J. G. Vorse, Salt Lake City, Utah; Anton Diederichsen, Payette, Idaho; H. M. Eddie, Sardis, B. C.

Other reports included: Market development, C. B. Lewis; Manetti stock investigation, M. McDonald; membership, Otto Heege; secy.-treas., C. A. Tonneson; trustees, F. W. May.

On the second day the following addresses were made:

"Your Credit Problems," F. A. Martinetti, manager The Bradstreet Co., Tacoma; "Differences Between Wholesale and Retail," B. A. Mitchell, G. K. McDaniels, John Mickelsen; "Cooperative Selling," George C. Roeding, Jr., F. A. Castle, A. Brownell; "Transportation," P. E. Doty; "State Nurseries," D. C. Petrie, A. A. Kelly.

George Lawler presented a report on bulbs; P. Fraser one on roses; Prescott Malmo one on grade specifications.

A. H. Steinmetz, Portland, Ore., was elected president. Portland was chosen as the next meeting place. Theodore Albert, Centralia, Wash., was elected vice-president at large and C. A. Tonneson, Burton, Wash., was re-elected executive secretary-treasurer. The retiring president, W. C. Thompson, Tacoma, succeeds E. W. May, Yakima, on the executive committee.

State vice presidents elected are: California, J. C. Watt, Ontario; Oregon, C. B. Lewis, Portland; Washington, S. M. May, Yakima; Utah, J. J. Porter, Salt Lake City. Anton Diederichsen of Payette, Ida., and H. M. Eddie of Sardis, B. C., were re-elected state vice presidents.

Members of the executive committee are: R. Woodruff, Eugene, Ore.; B. A. Mitchell, Portland; C. B. Lewis, Portland.

Entertainment features included a trip through the Puyallup Valley berry fields and the bulb grading establishments at Sumner; also to Nurseries of the section. The women at the convention were guests of Mrs. Burglehaus for tea at her Puyallup Valley Nursery. Following adjournment of the convention there was a tour of landscaped gardens.

Space was allotted for exhibits at the convention without charge.

It is announced that the remaining Nursery stock of the J. F. Jones Nurseries, Lancaster, Pa., will be disposed of by June 1932.

## Cross Section of the Heart of the American Nursery Industry

Register of Attendance at 56th Annual Convention A. A. N.

NAME	FIRM
A. J. Albrecht, John Albrecht Nurseries, Narberth, Pa.	
Clarence Aldrich, Aldrich's Nurseries, Farmington, Mich.	
Stephen Allen, Allen Nursery & Seed House, Geneva, O.	
Alva W. Brown, Armstrong Nurseries, Ontario, Cal.	
W. C. Breitenbacher, W. R. Palmer, Atkins & Durbrow, Inc., New York, N. Y.	
Ralph T. Olcott, American Nurseryman, Rochester, N. Y.	
A. C. Bookwalter, W. C. Lytte, Raimon Beard, The Berryhill Nursery Co., Springfield, O.	
L. H. Lydrickson, Beach Cliff Nursery, 1935 Lake Road, Rocky River, O.	
J. V. Bailey, J. V. Bailey's Nurseries, St. Paul, Minn.	
E. L. Baker, Baker Bros. Co., Fort Worth, Tex.	
Donald D. Wyman, Bay State Nurseries, Inc., Abington, Mass.	
William A. Beaudry & Associates, Chicago.	
Samuel E. Blair, Nutley, N. J.	
L. C. Bobbink, Bobbink & Atkins, Rutherford, N. J.	
Bohlender Nurseries Co., Thomas, E. Kyle, Tippecanoe City, O.	
Pete F. Williams, Frank M. Williams, John A. Ericse, Brown Brothers Co., Rochester, N. Y.	
Miles W. Bryant, Bryant's Nurseries, Princeton, Ill.	
C. A. Bunting, Bunting's Nurseries, Inc., Selbyville, Del.	
C. S. Ban, Geo. S. Harris, C. E. Mathews, C. R. Burr & Co., Inc., Manchester, Conn.	
M. Semple, William Byrd Press, Inc., Richmond, Va.	
Paul J. Schumaker, Call's Nurseries, Perry, O.	
F. W. Campbell, Frank W. Campbell, Royal Oaks, Mich.	
M. L. Carr's Sons, Yellow Springs, O.	
E. W. Hartman, Cashtown Nurseries, Cashtown, Pa.	
Mr. and Mrs. Peter Cassinelli, Cassinelli-Brumme, Cincinnati, O.	
W. J. Hughes, Cedar Rapids Nursery Co., Cedar Rapids, Ia.	
A. N. Champion, H. J. Champion & Son, Perry, O.	
M. F. A. Chandler, Landscapes & Floral Co., Kansas City, Mo.	
C. L. Boone, Chase Brothers Co., Rochester, N. Y.	
John C. Chase, M. C. Mackenzie, The Benj. Chase Co., Derry Village, N. H.	
Henry R. Chase, Charles O. Rolfe, Chase Nursery Co., Inc., Chase, Ala.	
E. L. Clavey, R. W. Kress, R. J. Clavey, F. D. Clavey Ravina Nurs., Inc., Deerfield, Ill.	
W. E. Merchant, Clinton Falls Nursery Co., Owatonna, Minn.	
A. R. Pickett, The Clyde Nursery, Clyde, O.	
D. B. Cole, Ed. B. George, C. K. Guldemon, W. E. Barnes, The Cole Nurs. Co., Painesville, O.	
Don Cascio, Colonial Nurseries Dib Cascio, Port Richmond, Staten Island, N. Y.	
W. D. Plough, A. M. Plough, Columbia & Okanogan Nursery Co., Wenatchee, Wash.	
H. F. Riebe, Paul H. Graves, Conard-Pyle Co., West Grove, Pa.	
B. F. Coniglsky, Peoria, Ill.	
Ralph I. Coryell, The Coryell Nursery Co., Birmingham, Ala.	
Mr. and Mrs. E. S. Crump, Pittsford, N. Y.	
William Wells, W. H. Wells, G. O. Lange, Cumberland Nursery, Millville, N. J.	
J. R. Bragg, Cumberland Valley Nursery Co., McMinnville, Tenn.	
Fleuris Ketzler, L. T. Curtis & Son, Genesee County, Flint, Mich.	
Mr. and Mrs. Wm. H. Mast, Davenport Nursery, Davenport, Ia.	
F. B. Wilson, Dayton Fruit Tree Label Co., Dayton.	
E. L. D. Seymour, A. F. De La Mare, Jr., A. T. Delamare Co., Inc., New York City.	
A. J. Bruce, Des Moines Nursery Co., Des Moines, Ia.	
L. F. Dintelman, Belleville, Ill.	
J. F. Donaldson, Donaldson Nurseries, Sparta, Ky.	
Jos. J. Coudy, Henry A. Dreer, Inc., Philadelphia, Pa.	
A. Ford DuBois, The DuBois Press, Rochester, N. Y.	
Devol Ernst, Charles Ernst, Ernst Nurseries, Eaton, O.	
Thos. S. Pinney, Evergreen Nursery Co., Sturgeon Bay, Wis.	
Carl H. Flemer, F. & F. Nurseries, Springfield, N. J.	
Earl Ferris, Ferris, Earl Ferris Nursery Co., Hampton, Ia.	
Charles Flore, Chas. Flore Nursery, Highwood, Ill.	
J. R. Boyde, D. C. Henegar, Forest Nursery Co., Inc., McMinnville, Tenn.	
D. B. Belden, Foster Nursery Co., Inc., Fredonia, N. Y.	
Martin Frissel, Martin Frissel, Inc., Muskegon, Mich.	
A. H. Benham, E. D. Rockwell, The Genesee Press, Inc., Rochester, N. Y.	
Mr. and Mrs. H. B. George, D. S. George Nurseries, Fairport, N. Y.	
L. L. Ridge, Good & Reese Co., Springfield, O.	
H. B. Katz, Great Western Bag Co., Inc., St. Louis, Mo.	
Ben. J. Greening, Ed. Greening, The Greening Nursery Co., Monroe, Mich.	
Mr. and Mrs. Hugo DeWidt, Greenwood Nurseries, Greenwood, R. I.	
E. T. Grier, Grier Brothers, Forest Hill, Md.	
E. H. Smith, Harrison Nursery Co., York, Neb.	
Oscar Hoefler, Oscar Hoefler, Kenosha, Wis.	
S. F. Hathaway, Hathaway's Nursery, Madison, O.	
Fred P. Herbst, Herbst Brothers, New York City.	
Mr. and Mrs. W. J. Smart, E. E. Averill, Mr. and Mrs. A. P. Longland, The D. Hill Nursery Co., Inc., Dundee, Ill.	
Walter W. Hillenmeyer, Hillenmeyer Nurseries, Lexington, Ky.	
J. H. Burton, J. S. Burton, Hill Top Nursery Co., Casstown, O.	
Harry W. Hobbs, C. A. Hobbs and wife, C. H. Hobbs & Sons, Inc., Bridgeport, Ind.	
W. Cowperthwaite, Holm & Olson, Inc., The Park Nurseries, St. Paul, Minn.	
John Holmason & Sons, John Holmason, Portland, Ore.	
O. Joe Howard, Howard-Hickory Co., Hickory, N. C.	
Paul L. Eddy, Howard Lake & Victor Nursery, Inc., Howard Lake, Minn.	
Bruce Howell, Howell Nurseries, Knoxville, Tenn.	
Ed. Hoyt, S. Van Gemen, Stephen Hoyt's Sons Co., Inc., Carter Rd., New Canaan, Conn.	
John Fraser, Jr., D. S. Vaughn, The Huntsville Wholesale Nurseries, Inc., Huntsville, Ala.	
Henry W. Kline, Lindrey Frame, I. E. Ilgenfritz Sons Co., Monroe, Mich.	
C. C. Perkins, C. H. Baldwin, R. E. Baldwin, Gene Boernes, P. V. Fortmiller, Dick Holmes, Jackson & Perkins Co., Inc., Newark, N. Y.	
E. M. Jenkins, J. Jenkins & Son, Winona, O.	
L. M. Jones, Jones' Norfolk Nurseries, Norfolk, Va.	
Paul C. Kallay, The Kallay Bros. Co., Painesville, O.	
C. J. Worth, Kankakee Nursery, Kankakee, Ill.	
Robt. Scott, Kansas Evergreen Nurseries, Dansville, N. Y.	
W. N. Adair, Kelsey Nurseries, St. Joseph, Mo.	
Harlan P. Kelsey, Harlan P. Kelsey, Jr., Kelsey-Highlands Nur., East Boxford, Mass.	
F. R. George, Keystone State Nurseries, New Galilee, Pa.	
Killmer's Northern Nurseries, E. C. Killmer, Snelling & Larpenteur, St. Paul, Minn.	
A. M. VanderHook, Alden Smith & Co., Bridgeton, N. J.	
Vernon H. Krider, Mrs. Vernon H. Krider, Evelyn Krider, Violet Krider, Beatrice Krider, LaVonne Krider, The Krider Nurs., Inc., Middlebury, Ind.	
B. Loss, The Lake City Nurs., Inc., Lake City, Minn.	
V. C. Kryda, Lakeside Nursery, Sawyer, Mich.	
Edward Lehde, The Edward Lehde Nurseries, Gardenville, N. Y.	
A. D. Field, Lester C. Lovett, Lester C. Lovett, Little Silver, N. J.	
Parker W. Leonard, Zolom W. Leonard, Walter A. Cogel, Walter E. Clark, Jr., A. M. Leonard & Son, Piqua, O.	
G. M. Buttery, Louisville Nurseries, St. Matthews, Ky.	
E. Fred Rowe, The McFarland Publicity Service, Harrisburg, Pa.	
P. M. Porethews, J. Horace McFarland Co., Harrisburg, Pa.	
A. McGill, A. McGill & Son, Portland, Ore.	
W. B. McGinney, W. B. McGinney, Tyler, Tex.	
W. G. McKay, W. E. Gorman, McKay Nursery Co., Madison, Wis.	
Chas. W. McNair, C. W. McNair, Dansville, N. Y.	
W. J. Maloney, Howard Maloney, Maloney Brothers Nursery Co., Dansville, N. Y.	
Charles Maloy, Rochester, N. Y.	
Geo. A. Marshall, C. B. Marshall, Marshall's Nurseries, Arlington, Neb.	
George Martin and wife, George Martin Nurseries, Perry, O.	
Joseph F. Martin, Joseph F. Martin, Perennial Nurseries, Painesville, O.	
Robert F. Greene, Meadow Brook Nurs., Inc., Norwood, N. J.	
Albert F. Meehan, Thomas B. Meehan Co., Inc., Dresher, Pa.	
Peter Ainsworth, Meredith Publishing Co., Des Moines, Ia.	
Frank Holbrook, Mid-West Nursery Co., Inc., Detroit, Mich.	
S. A. Miller, C. B. Miller, Milton Nursery Co., Inc., Milton, Ore.	
E. C. Schoff, Ward Conway, A. B. Morse Co., St. Joseph, Mich.	
E. S. Welch, H. H. Case, H. S. Welch, E. W. Welch, E. D. Needham, Mount Arbor Nurseries, Shenandoah, Ia.	
Charles A. Ilgenfritz, The Mutual Nurseries, Monroe, Mich.	
L. P. Akenhead, C. W. Stuart & Co., Newark, N. Y.	
H. S. Chard, Anton Baumann, R. R. Coe, James D. Marple, C. S. Shumaker, W. C. Harrison, James L. Harrison, The Storrs & Harrison Co., Painesville, O.	
C. E. Kern, Wyoming Nurseries, Wyoming, O.	
Henry Bock, Naperville Nurs., Inc., Naperville, Ill.	

(Continued on Page 60)



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# Retail Nurserymen Plan National Organization

**Ask American Association for Cooperative Approbation—Committee of A. A. N. to Confer With Retailers Committee—Need For Mutual Operation Is Stressed**

The address by A. C. Hanson, Hawks Nursery Co., and mayor of Wauwatosa, Wis., dealt with relations between wholesale and retail Nurserymen, outlined practices complained of by the retailers, proposed national organization of the retailers for protection of their interests and urged aggressive action to correct alleged abuses of business ethics. In the discussion which followed Alvin E. Nelson, Swain Nelson & Sons, moved that the A. A. N. appoint a committee of three to consider action proposed in Mayor Hanson's address.

"I think the Nurserymen's Publicity Campaign has been a good thing," said Mr. Nelson; "yet there is question whether it can be continued beyond the original four-year term. I do not think it can unless for many of us financial returns are greater. I believe it would be a calamity if the Campaign were not continued beyond the present term. From Mr. Hanson's statement it would appear that the retail Nurserymen will not be able to continue. There ought not to be antagonism between retailers and wholesalers."

W. G. McKay, secretary Retail Nurserymen of the U. S.—"A small group of retail Nurserymen—ten or twelve—met this week, appointed a secretary and chairman and authorized appointment of a committee to consider topics such as Mr. Hanson touched upon in his address. Believe it would be well for the A. A. N. to cooperate with that committee."

Mr. Coryell, Birmingham, Mich., seconded Mr. Nelson's motion. Bj. Loss, Lake City, Minn., remarked that the retailers seemed to have taken into their own hands steps to improve conditions and he was of the opinion that they would appreciate a note of approbation on the part of the A. A. N., regarding their action based upon the movement stated by Mayor Hanson. He moved an amendment to that effect.

President Fraser—"I think that what is wanted can be obtained through committee action. Believe all retailers should have the right of representation."

Mr. Loss—"No organization was formed; just a group of men discussed the subject."

President Fraser—"I cannot see how any wholesaler would want to do anything detrimental to a retailer. The two must operate close together. I have not heard of a thing that would tend to cripple the retailer."

W. W. Hillenmeyer—"I think this is all premature. I suggest appointment of a committee to act on the sentiment of the A. A. N. that a retailers' association be formed if such should be found practicable."

In order to permit action on this suggestion Mr. Nelson was asked if he would withdraw his motion. He consented.

M. R. Cashman—"This question has been up repeatedly in this association. I am sure every man in the Nursery business is desirous of arriving at some solution, so that we can all work together and make a little money. Now, each side has encroached upon the other. Believe we will all agree to that. It has gotten so that we can hardly tell whether a concern is a retailer. The situation appears in other businesses. Motion picture industry solved the question by appointing a referee. Baseball men appointed Judge Landis. Believe we'll have to have a Judge Landis to regulate our business as we do not seem to be able to do it ourselves. We appear to be steadily drifting toward a situation where there will be no retailer; where there will be simply the wholesaler and a middleman. Then the selling of Nursery stock will be a matter of local sales; the catalogue will do the work. We've got to face a situation which, at present rate, looks like survival

of the fittest. There is no question about the need for some action if we are to prevent a worse condition.

"I believe this group of Nurserymen are above normal intelligence. If we can forget selfish interest and cooperate, a way out can be found for the benefit of all. The Nursery business must pay its own way. There's just one thing to do: To agree that we're all sinners. Let us agree to cooperate, as has been suggested; leave matters in dispute to a board composed of men who represent the big end of the wholesale and the big end of the retail business, to provide a plan which we can make to work. Disaster is facing us now."

President Fraser—"I think you have stated the whole situation."

Mr. Nelson—"Perhaps now Mr. Hillenmeyer will change his motion also."

Mr. Hillenmeyer—"We can appoint a committee to confer with the retailers' committee."

**When You Sell**—It is my belief that if every Nurseryman will work with the idea of creating more beauty in his community all Nurserymen will benefit from his efforts. Remember you are not selling ordinary merchandise like groceries. When you sell a well-grown plant you are selling something that deserves the same thought and consideration as would be given to a beautiful statue or a lovely painting.—George C. Roeding, Jr.

## A. A. N. Convention Registration

(Continued from Page 58)

Mrs. H. Lloyd Haupt, National Nurs. Pub. Co., Hatboro, Pa.  
Mr. and Mrs. Wm. A. Natorp Co., Cincinnati, O.  
Alvin E. Nelson, Swain Nelson & Sons Co., Glenview, Ill.  
E. C. Hilborn, Northwest Nurs. Co., Valley City, N. D.  
Arthur L. Norton, Clarksville, Mo.  
Paul Offenberger, Paul Offenberger Nursery Co., Columbus, O.  
W. A. Oliver Nursery Co., Perry, Kan.  
C. K. Oliver, Oliver Nursery Co., Topeka, Kan.  
A. J. Cultra, Jess Ireland, Onarga Nursery Co., Onarga, Ill.  
Richard E. Couley, Outpost Farm & Nursery Corp., Ridgefield, Conn.  
Samuel H. Peterson, Samuel H. Peterson Nur., York, Pa.  
E. Dering, Peterson & Dering, Portland, Ore.  
B. J. Manahan, R. W. Essig, The Pontiac Nurs. Co., Romeo, Mich.  
Wm. Flemer, Jr., F. Ray Rice, Princeton Nurs., Princeton, N. J.  
Geo. S. Searle and wife, Process Color Printing Co., Rochester, N. Y.  
C. A. Krill, Prudential Nurs. Co., Kalamazoo, Mich.  
Paul F. Corman, Rice Brothers Co., Geneva, N. Y.  
A. L. Thompson, Rosemont Nurs. Co., Tyler, Tex.  
L. W. Ramsey, The L. W. Ramsey Co., Davenport, Ia.  
W. C. Reed & Son, Vincennes Nurs., Vincennes, Ind.  
Mrs. V. J. Vanicek, Mrs. Marie V. Murphy, Rhode Island Nur., Newport, R. I.  
Harry J. Roberts, Geo. L. Roberts & Sons, Dansville, N. Y.  
W. A. Drummond, Rosamond Nurs., Rosamond, Ill.  
H. N. Scarff and mother, W. N. Scarff's Sons, New Carlisle, O.  
Frank E. Schifferli, Harry J. Schifferli, The F. E. Schifferli & Son Co., Fredonia, N. Y.  
Geo. M. Skinner, J. H. Skinner & Co., Topeka, Kan.  
Star H. Windsor, The Shady Lane Nur. Co., Columbus, O.  
R. S. Lake, H. J. Deems, R. C. Puchnix, A. F. Lake, The Shenandoah Nur., Shenandoah, Ia.  
C. C. Smith, The Sherman Nurs. Co., Charles City, Ia.  
J. Shore and friends, J. Shore Co., Chelsea, Mass.  
John D. Siebenthaler, C. O. Siebenthaler, The Siebenthaler Co., Dayton, O.  
John Watson, E. D. Smith & Sons, Winona, Ont., Can.  
D. C. Snyder, Snyder Bros., Inc., Center Point, Ia.  
E. E. Chatin, L. B. Johnson, Southern Nurs. & Landscape Co., Winchester, Tenn.  
Harold H. Spielman, Wm. Allabach, Clifford Smith, J. Spielman & Son, Adrian, Mich.  
Al Gaugler, Ed A. Gaugler, Squirrel Hill Nur., Pittsburgh, Pa.  
Paul Stark, Stark Bros. Co., Louisiana, Mo.  
Geo. E. Stern, Geo. E. Stern & Son, Wrightsville, Pa.  
L. R. Taylor & Sons, L. R. Taylor & Sons, Topeka, Kan.  
Floyd Bradley, The Templin-Bradley Co., Cleveland, O.  
Texas Nursery Co., Inc., Sherman, Tex.  
Thos. E. Murrey, Texas Ornamental Nur., Wills Point, Tex.  
M. Thomson, Thomson Nursery Co., Mansfield, Pa.  
E. M. Quiller, Titus Nursery Co., Waynesboro, Va.  
Emil Kaut, Truesdale Farms, Mars, Pa.  
J. S. & B. Tweed, J. S. & B. Nurseries, Jamestown, R. I.  
C. L. Vanderbrook, C. L. Vanderbrook & Son, Manchester, Conn.  
E. A. Upton, Upton Nursery & Landscape Co., Detroit, Mich.  
Geo. E. Galeener, The Vienna Nursery, Vienna, Ill.  
R. C. Decker, Vaughan's Seed Store, Chicago, Ill.  
R. P. Verhalen, W. C. Gould, Verhalen Nursery Co., Scottsville, Tex.  
Allen Treat, H. Verkade, Verkade's Nurseries, New London, Conn.  
John Ryken, J. Verkade, Verkade's Nurseries, Paterson, N. J.  
Lee McClain, Washington Heights Nur., Knoxville, Tenn.  
Arthur L. Watson, The Arthur L. Watson Nur., Grand Rapids, Mich.  
The Wayside Gardens Co., Mentor, O.  
Ralph F. Wedge, John S. Bowen, Wedge Nursery, Inc., Albert Lea, Minn.  
Mark Welch, Painesville, O.  
Western Association of Nurserymen, Kansas City, Kan.  
Wisconsin Nurserymen's Association, Pardeeville, Wis.  
J. E. Stoner, The Westminster Nur., Westminster, Ky.  
H. W. Endres, Westover Nur. Co., University City, Mo.  
Ernest Kruse, Wheeling Nurs., Wheeling, Ill.  
Alvin Kidwell, Willadean Nurs., Inc., Sparta, Ky.  
R. W. Ackerman, The Whitten-Ackerman Nur., Bridgman, Mich.  
H. F. Mueller, White Nur., Hartland, Wis.  
C. H. Williams, L. E. Williams Nurs. Co., Exeter, N. H.  
C. W. Williams, Fred H. Buller, Williams & Harvey Nurs., Kansas City, Mo.  
A. E. Willis, Willis Nurs., Ottawa, Kan.  
Owen S. Wood, Wood-Howell Nurs., Bristol, Va.

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# A. A. N. Attorney Reports on Plant Patent Law

By M. Q. Macdonald

The work of the legislative and quarantine committees has been exceptionally light during the past year. Taking it as a whole, it has been a peaceful year. It should be borne in mind that the work of the quarantine committee becomes more and more important as time goes on, for the reason that the number of quarantines is slowly but constantly growing, the areas quarantined change from time to time, and the various regulations are amended or modified to meet changing conditions.

Just now there are 22 domestic quarantines, many of which affect the movement of Nursery stock. The service rendered the entire industry by these two committees, it seems to me, has often been worth the cost of membership—and obviously no single Nurseryman could hope to attain the results that have been made possible by the teamwork of the association, represented by a committee familiar with the problem and working, as often as not in harmony with the regulatory authorities.

A word or two may profitably be said with reference to the new Plant Patent Act. I know that quite a few of you have wondered why no patents have yet been issued. There are several reasons. It is a fact, perhaps not as generally known as one might suppose, that patents are not issued like—say money-orders—by filling out a blank form, paying a fee, and receiving a certificate.

No government grants a patents by any such informal method. If they did, it is obvious that the rights of the public could, and doubtless would be seriously impaired. Yet I know, from occasional inquiries, that some applicants and prospective applicants, having given little thought to the matter, are somewhat perturbed over the fact that they have not seen patents dropping out of some kind of a hopper into the hands of horticulturists. If patentees are to receive anything of value in the form of a patent, the applications must be prepared with quite as much care and thought and with quite as much skill as the pleadings in a lawsuit.

The Patent Office was confronted with an entirely new situation. Its established rules were in many respects unsuitable to this new line of work. No other country had any experience that might be useful. It was necessary to proceed carefully, both in the interest of the public and the applicants. It is to be expected that the Patent Office will acquire experience and gather speed, but speed is a relative term and it is not, in this case, the equivalent of haste. Hasty decisions would without doubt jeopardize the rights of the public or the applicants.

I am quite confident that most of the seeming difficulties that now confront the Patent Office and the pioneer applicants will be ironed out and finally disappear and that the careful consideration being given to these problems will inure to the benefit of those who follow us. We expect this law to benefit countless future generations. We should bear in mind that it has been on the statute books only one year. Mistakes that

could crystalize into precedents must not be made if they can be avoided by careful consideration. Let us therefore be patient.

## First U. S. Plant Patent

### Award to Everblooming Rose

**F**IRST plant patent granted by the U. S. Patent Office has been awarded for an everblooming rose developed by Henry F. Rosenberg, New Brunswick, N. J., it was announced in Washington, D. C., July 26. O. M. Kille, Washington, special plant agent, obtained the patent which was assigned to Louis C. Schubert, proprietor Somerset Rose Nursery, New Brunswick. The patentable feature is the everblooming character of this "climbing or trailing rose." The patent gives the owner exclusive right to reproduce, use or sell his invention or discovery in the U. S. and territories for 17 years, or to license others to do so.

## Summer Meeting

Will be held August 19-20 in Bridgeton, N. J. "Every member of the Eastern Nurserymen's Association," says Secretary E. H. Costich, "is urged to be present because we have invited Nurserymen from all the eastern states to be with us for a get-acquainted meeting."

An innovation this year will be an evening meeting on the 19th. This gives opportunity to hear two speakers of interest to every Nurseryman in the east, and it also gives a whole day for visiting without the usual rush. Hotel Cumberland in Bridgeton will be headquarters.

## AMERICAN PLANT PROPAGATORS ASSOCIATION

H. Lloyd Haupt, Hatboro, Pa., Secy.

Annual meeting of the American Plant Propagators Association was held July 22 at the Book-Cadillac Hotel, Detroit, President John Siebenthaler presiding. The usually practical educational program was presented, Dr. L. C. Chadwick, Ohio State University, discussing experimental work with plant propagation by cuttings at the university. Other subjects on the program were: Fertilizers, by Prof. Alex Laurie, Ohio State University; paraffin preservative for Nursery stock, by Prof. J. A. Neilson; water-lilies, by Henry Bach.

Officers elected: President, E. H. Costich, Westbury, N. Y.; vice-president, George Verhalen, Scottsville, Tex.; secy.-treas., H. Lloyd Haupt, Hatboro, Pa. On the executive committee are: Russell Harmon, Stroudsburg, Pa.; Clarence Malmo, Seattle, Wash.; Thomas McBeth, Springfield, O.

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## LITERATURE

**The Modern Nursery: A Guide to Plant Propagation, Culture and Handling.** By Alex Laurie and L. C. Chadwick, Department of Horticulture, Ohio State University. To have 110 illustrations, about 70 tables, 552 pages, waterproof fabrioid binding. Ready in September, 1931. Probable price, \$5.

Advance announcement: From their own experience in commercial Nursery practice, from results of experiment and research, and from their wide acquaintance with modern Nursery methods, Professors Laurie and Chadwick have written this manual of Nursery practice. The publishers say:

"The book will be a complete reference for everyone concerned with the propagation of plants, giving full descriptions of all methods and many tables which indicate at a glance the treatment to give a particular plant. It also discusses fully and completely tools, tillage, planting, transplanting, digging, grading, labelling, pest control, soils, fertilizers, storage, advertising, selling, and every other phase of Nursery management. Photographs and drawings, many of well known commercial Nurseries, illustrate the latest practices and methods."

**New Power Plant Setter**—On July 19 the large party of Nurserymen arriving first in Detroit for the convention was taken in autos to the Nurseries of I. E. Ilgenfritz' Sons Co., Monroe, Mich. A stop was made at the yacht club where refreshments were served. Several hours were then passed in inspecting the Nurseries where a great amount of thrifty stock in wide variety was seen. Special interest was manifested in the planting machine, E-Z-Way Plant Setter, manufactured by H. Brewer & Co., Tecumseh, Mich., for which I. E. Ilgenfritz' Sons Co. are the sole distributors to the Nursery trade. The machine was operated for the visitors with such success that orders for the purchase of two of them were given on the spot. There are five models—one, two and three row power types; one and two row horse or tractor types.

**Seventh National Shade Tree Conference** will be held Aug. 27-29 at the Boyce-Thompson Institute, Yonkers, N. Y., Towers Hotel headquarters.

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## Washington Himself Planted the Trees Around His Horse Shoe

Being Just So Tale Number Eleven

NEXT time you are at Mount Vernon, notice how the planting of the trees around what used to be the bowling green, is laid out in shape of a horse shoe. Washington supervised the planting. There are two specially fine ones, a tulip poplar and another I can't quite recall what right now, that Washington actually planted himself.

There's a legend that the gnarled old cedars in front of the tomb, were planted by himself and his favorite slave. But that's just a yarn started by

that old dorky who used to guard the tomb. I heard him tell it 3 times one day. Every time different.

Just as I wrote that, glanced through the window across our 300 acres of evergreens and deciduous stock. It's a great sight. Rather think Washington would have liked to rest his eye on such an honest dependable lot. No cherry trees among them. But no lies either. Kind of a good thing to remember when you want some dependable stock.

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